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Big Appliance Sales for Food and Variety Chains? . . . p 51

# Electrical Merchandising FEBRUARY - 1958



SPECIAL REPORT: MAKE MORE MONEY IN AIR CONDITIONING . . . page 56A

# Exclusive \*

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Finest in Home Comfort Appliances

LONERGAN COOLERATOR DIVISION

McGraw-Edison Company • Albion, Michigan

# SPOTLITE ... a quick look at what's going on

#### FEBRUARY 1,1958

"Determined optimism" about '58 prospects best describes the attitude EM editors found at last month's Winter Markets in Chicago and among retailers all across the country...Mar ketgoers were cheered by substantial improve ments and changes in product lines, more buy ing than they'd expected, evidence of a new, sleeves-up willingness to get to work at the job of selling (page 9)...

Retailers all over the nation appear to have made up their minds that the only thing that will give them improved business in '58 is a lot of hard selling and promotion... In the East, for example, January promotions improved TV and hi-fi sales... Southern dealers are establishing strong "let-'em-walk" policies for model-num ber shoppers, pushing promotions, making more cash sales... Dealer inventories in the Southwest are low, buying is careful and fea tures are getting precedence over price... Great Lakes merchants are resisting a sales decline with promotions, service and hard sel ling and are finding comfort in good sales of au tomatic washers, built-ins and dehumidifiers ... Western retailers are relying on population growth and intensive utility promotions to make sales determination pay off (page 13)...

Product hit of the recent Markets in Chi cago was Motorola's all-transistor, battery portable TV set--which observers guess may be on the market by 1960... Also noteworthy--and closer at hand--were Blackstone's gas-or-electric convertible dryer, Admiral's flush-to-the-wall refrigerators, Gibson's two refrigerator specials, Caloric's indoor-outdoor incinerator (gas), and others (page 125)...

Recent purchase of Servel by Whirlpool ends a lot of industry speculation about the gas refrigerator maker's fate, means that now Whirlpool will have full lines of both electric and gas appliances—eventually including a gas water heater and incinerator... An important result of the deal is that it will give Whirlpool an entre to the sales floors of the nation's gas utilities for all of its gas products and probably even for its washers...

By 1966 there will be eight million more American families than now and 60 percent of all families will be earning \$5,000 a year or over as compared with 43.5% today, which, ac cording to Union Electric's Bob Coe, means a lot more appliance sales...

A more immediate prediction voiced by Bob Elston of Life at the recent NRDGA meeting is that consumer expenditures will rise about 2% this year... He also tied appliance buying to ed ucation, saying that only 13% of 1956 sales were made to families headed by people who hadn't finished grade school, 28% to families led by a high school graduate...

Remember that National Electrical Week is this month--from the 9th to 15th... According to Chairman Merrill Skinner it will be bigger than ever; some 300 companies are participating, 50 of whom are major advertisers and who will support it on radio, TV and in publications.

If your newspaper tells you sometime this month that unemployment has risen to around 4-million and is worse than at any time since 1950, bear in mind that it won't have nearly as serious an effect on the economy now as it did then--for two reasons: (1) the labor supply is much larger and (2) many laid-off workers will be getting close to 65% of their regular take-home pay in unemployment insurance or sup plementary payments (page 26)...

Fan sales in 1957 suffered from (1) cold weather, (2) emphasis on price-selling, (3) poor early season buying by distributors and dealers, and (4) competition from low-cost air conditioners. Result: total fan sales of 5.3 mil lion units, a 22.8% drop from 1956... While carryover stocks are high, they are being held by manufacturers, not by dealers or distributors (page 56H). . .

All the recent publicity about the moves by Grand Union and J.J. Newberry into TV and ap pliance retailing doesn't mean that variety and food chains are going to steal the business from traditional outlets... Fact is, the chains are experimenting, and how far they go depends on how well they meet the problems of sales peo ple, service, space, and, of course, margins... Actually, some of the chains have been in ap pliances for some time--without too much ef fect. Food and variety stores together don't take more than 2.5% of the business in electric housewares (page 51).



BOLDEST NEW IDEA IN 50 YEARS!

# Westinghouse Offers Appliance Retailers A Bill of Rights!

Forward-looking OAS Franchise gives you

THE RIGHT to operate under a selective franchise.

THE RIGHT to reap the rewards of both your and Westinghouse's merchandising efforts in your area...which will cover an adequate territory.

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The new OAS Franchise makes you a full partner with Westinghouse. If you can see yourself as THE electric appliance retailer in your community, get in touch with your Westinghouse distributor now. Ask him to explain to you all the responsibilities and opportunities of an OAS Franchise.

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Cable HARSCHEEL

### for Better Merchandising... in this month's issue

#### February, 1958

In just two minutes this new department will give you the highlights of the important news of the month

How the reactions of visitors to the January Markets predict the pattern of 1958 business

The first really comprehensive report on the share of appliance sales these two types of stores get now and are likely to get in the future

This could be the most important article on air conditioning you ever read

More than just statistics here; you can use it to plan your 1958 fan buying and merchandising

For distributors only!

Seen Motorola's truly portable TV set, or Admiral's flush-back refrigerators, or Blackstone's convertible gas-or-electric dryers? They're here

Next month's issue may be the one to start you on a successful kitchen business, because in it is the answer to one of the biggest problems: How to Train a Kitchen Salesman

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Electrical

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Merchandising

### This is the END of room cooler AIR FILTER PROBLEMS





RIGID ALUMINUM CONSTRUCTION-holds its shape, won't shed particles, is safe, clean and easy to handle.

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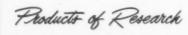
PROMOTION HELPS—Envelope stuffers, catalog sheets, ad mats are all available for special promotions.

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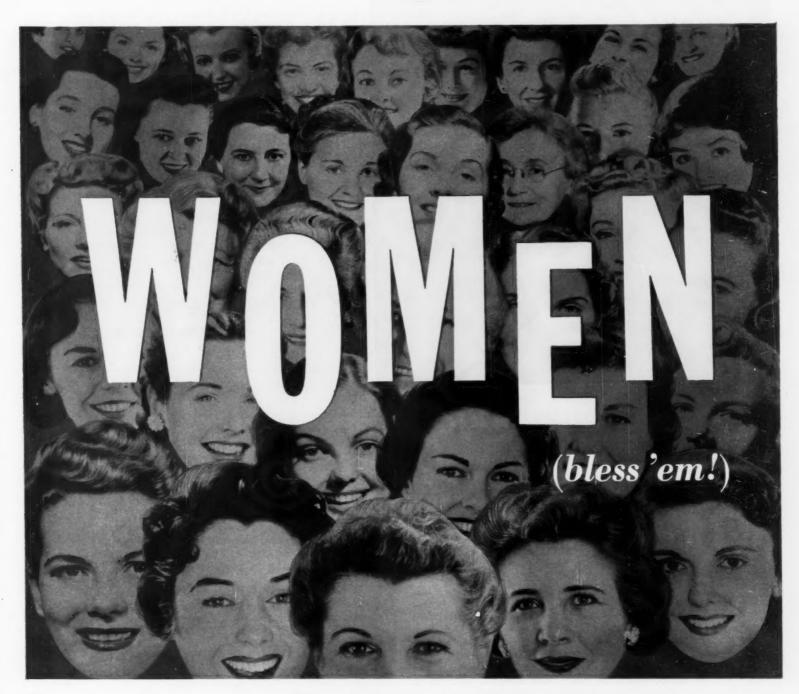
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# What makes HOOVER the biggest name in cleaners?





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# HOOVER.



FIRST FOR FIFTY YEARS



"The Custom Trend unveils a new concept in advance product planning and market testing."

8. M. Haines

General Manager, Kitchen Appliance Department, Hotpoint Co.

# Hoppint trends

The future belongs to those who plan for it and have faith in it. The completely new Custom Trend is the dramatic answer of Mr. J. C. Sharp, president of Hotpoint, to this challenge.

Custom Trend unveils a new concept in advance product planning and market testing. It is a realistic estimate of what lies just ahead.

Prototypes of these new and imaginative ideas in appliance design and application were presented to dealers and distributors at the January market. Response was enthusiastic to the Tempatron that combines a heat-pump water heater, air conditioner and food chiller in one unit . . . the 54-inch Console Range

that offers built-in beauty in a free-standing unit . . . the amazing pushbutton cooking center that includes a Calray oven, electronic oven, drawer-type surface section . . . and to the many other exciting new products

You will see some of the Custom Trend appliances pictured and described in this magazine.

Now we are going to bring these prototypes to the buying public for their appraisal. Their response will be our guide in the further development of the Hotpoint Custom Trend—the appliances designed to keep pace with America's constant search for ever greater comfort, convenience, and beauty.

LOOK FOR THAT

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Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers Customline • Dishwashers • Disposalis<sup>®</sup> • Water Heaters • Food Freezers • Air Conditioners • Television

# trends QUICK-CHECK OF BUSINESS

	LATEST MONTH	PRECEDING MONTH	YEAR AGO	THE YEAR SO FAR
FACTORY SALES appliance-radio-TV index (1947-1949=100)	181	182	195	10.4% down
RETAIL SALES total (\$ billions)	16.6	16.7	16.2	5.4% up
DEPARTMENT STORE SALES index (1947-1949=100)	139	134	137	2.0% up
CONSUMER DEBT owed to appliance-radio-TV dealers (\$ million)	365	365	371	0.1 % less
FAILURES of appliance-radio-TV dealers	31	39	31	33.3% more
HOUSING STARTS (thousands)	62.0	78.0	63.6	8.7% down
AUTO OUTPUT (thousands)	534.7	578.6	597.2	5.5% up
DISPOSABLE INCOME annual rate (\$ billions)	301.0*	302.9*	294.0*	4.5% up
LIVING COSTS index (1947-1949=100)	121.6	121.1	117.8	3.4% up
CONSUMER SAVINGS annual rate (\$ billions)	18.5*	19.3*	21.7*	2.4% down
UNEMPLOYMENT (thousands)	3,374*	3,188*		•

(Sources, in order: FRB, Dept. of Commerce, FRB, FRB, Dun & Bradstreet, Bur. Labor Statistics, Ward's Auto Reports, Dept. of Commerce, BLS, Council Econ. Advisors, Census Bureau) \*New Series — No Comparison Available

The year is off to a surprisingly good start.

That's the encouraging conclusion you come to after spending two weeks in Chicago for the Winter Markets, the NARDA convention and the Housewares Show.

There are two principal developments which lend support to the conviction that some of the end-of-the-year gloom and doom talk has been overdone. They are:

(1) You find a surprisingly positive attitude among most manufacturers and many dealers. This attitude on the part of manufacturers is not particularly surprising since they're talking for publication. Dealers, however, don't hesitate to speak more frankly and it is their rather sanguine attitude toward 1958 which shows considerable promise.

To be sure, some dealers, particularly those in some metropolitan areas, are voicing complaints and looking at the first six months with considerable suspicion. And even the non-pessimistic retailers aren't really optimistic, either. It's just that they're not as worried as some economists seem to be.

In passing it's interesting to note that local rather than national events seem to be setting the tone for forecasts by individual dealers. For these retailers, it's the relocation of a factory, poor weather or a bad crop year which explains their present business outlook. They're not blaming business on any national recession. And some of them are reluctant to do so for they're afraid that much talk of this nature will really scare

To sum up: the significant development is not the presence of optimism but the lack of pessimism and the positive attitude retailers are taking toward the next six months.

(2) The other development in Chicago which has kept people from complaining about business is the wide variety of new products being shown. Some are in production, others just a little way off-and there's the usual scattering of dream appliances which are little more than conversation pieces at the present moment. The significant development here, however, is that there seems to be less and less "dream" merchandise and more and more which should be ready for the market in the relatively near future.

There's a second consideration to this matter of new merchandise. It is significant not just because it was on display but also because of the interest retailers were taking in it. Dealers are obviously looking for new profit possibilities.

One clue to this was the good attendance and heavy interest shown in the closing session of the NARDA Convention. Chairman Mort Farr devoted the entire program to new products, most of them (like the electronic range and stereo tape) already appearing on the market. Dealers listened carefully, then swarmed

(Continued on page 10)



with 2 BEAUTIFUL 1958 MODELS



PORTABLE COOLERS







The deluxe, lightweight, "Capri 581" with the new 2-speed, 1/15 H.P. motor and the largest blower wheel used in any portable cooler in this price range, provides the greatest velocity of filtered air on High Speed and whisper-quiet operation with gentle breeze on Low Speed. Even with the many outstanding features . . . it is still priced at no more than an ordinary fan.

Retail \$39.95 (Stand Optional)



The luxurious "Continental 582"
filters and circulates the air with a
double force provided by the dual
blower wheels and the largest,
2-speed, 1/8 H.P. motor in its price
range. This attractive unit features
a matching Roll-Away Stand,
4-way Adjustable Grilles,
Water Level Gauge, and
front filling.

Retail \$59.95 (Stand Optional)









RECESSED HANDLE

TOP FILLING
...makes "Capri"
easy to fill — no
fumbling or spilling

4-WAY ADJUSTABLE GRILLE

direct or to the sides, the direction of the ai is controlled by pulling and turning WATER LEVEL GAUGE
... one glance indicates when to refill.
2-SPEED MOTOR

... High for greatest velocity of air — Low for whisper-quiet FRONT FILLING
... just flip back the

, , , just flip back the nameplate of the "Continental" on the front of the unit to reveal the convenient opening for water.

### New Styling ... means VOLUME SALES!

The 1958 Porta Cooler units are completely redesigned to enhance the beauty of any home or office. Beautifully appointed with gold accessories, Porta Cooler is available in a two-tone grey combination with matching Roll-Away Stand.

### New Features ... means MORE FOR THE MONEY!

The 1958 Porta Cooler units have incorporated such features as a larger and more powerful 2-speed motor and blower wheel, 4-way adjustable grilles, water level gauge, recessed handle, top filling (on the CAPRI) and front filling (on the CONTINENTAL) to make them the greatest buy on the market.

## New Performance... means SATISFIED CUSTOMERS!

For no more than the price of an ordinary fan, your customers can now enjoy a modern portable cooler. Porta Cooler units are completely safe and give long trouble-free service, as evidenced by the Underwriters Laboratory Approval. They may be used everywhere—NO INSTALLATION is necessary . . . and whether operated WITH or WITHOUT WATER, the specially designed aspen pads filter out irritating smoke, smog, and allergy-laden dust, providing purer, healthier air.

manufactured by . . .

#### RABAR Inc.

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### trends

CONTINUE

around the exhibits after the formal convention program ended.

Another indication of this dealer attitude was the interest shown throughout the convention to talk of hi-fi. Several speakers gave hi-fi credit for pulling them through 1957. Others not yet in the business, were obviously intrigued with the possibilities.

Even more dramatic, however, was the apparent interest shown in the kitchen business.

Even the kitchen enthusiasts on NARDA's board didn't expect more than 25 to 30 dealers to stay over for the final day's kitchen clinic. Everyone in the NARDA group was flabbergasted, then, when almost 100 persons showed up for the clinic. At a guess, about two-thirds of these were already in the kitchen business, with the balance obviously interested in learning what they had to do to get in it themselves.

They were treated to an impressive array of experts. Perhaps the most impressive were the four dealers on the morning program who, one by one, told the group how much business they were doing in kitchens. Even newcomer Jack Mooney (in the business for less than a year) has in recent weeks averaged one kitchen per week at an average price in excess of \$1,500. But dealers really sat up and took notice when San Francisco's Carl Hagstrom, who averages better than \$5,000 per kitchen, told of a recent \$22,000 installation.

Appliance dealers are beginning to worry about labor problems.

One formal and one very informal session at the NARDA convention were devoted to advice on what to do when the organizer shows up at a dealer's door.

The convention's opening night bull session quickly turned into a no-holds barred discussion of problems posed by attempts to organize employees of appliance dealers.

A more restrained and thoughtful approach to the same problem was offered on the next day by Hardy Rickbeil of Worthington, Minn. An attempt was made to organize Rickbeil's furniture-hardware-appliance store during the past year. Although the union lost a representation election Rickbeil is sure he'll face the same effort again this year.

Rickbeil's advice to dealers was simple: don't panic—retain a competent labor lawyer and/or consultant—be frank with your employees and remember that they have a right to belong to a union.

He had some words of caution, too. Small towns, he warned, are not immune to organizing efforts. Worthington has only 9,000 people. Other towns of comparable size in his area are already tightly organized.

He warned, too, against signing a so-called "sweetheart" contract which may look easy to take. Once the firm is organized, progressively tougher contracts will be asked.

Rickbeil closed on a positive note by outlining the programs he has undertaken to improve employee morale. These include regular discussions, educational programs, and formal drawing up and publication of job descriptions and store policies.

Although few dealers showed much relish for being organized, the majority seemed to subscribe to a moderate approach to the problem of organized labor. Most of them are quick to point out that many, if not most, of their customers are union members themselves and that a reputation for being anti-union does a store no good.

End

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# NOW BEN-HUR

America's Finest Freezer

# HAS A 10 YEAR **WARRANTY**\*

Chest, Upright, "Duet "Freezer-Refrigerator Combination or Built-In . . . A model and a size to fit every family need. 9 cu. ft. to 21 cu. ft.



(The Only Such Warranty In The Freezer Industry)

\* Replacement Compressor Price Pro-rated After 5 Years

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Tell me all about Ben-Hur and how I can sell more . . . by selling BEN-HUR.

TITLE .

LARGEST EXCLUSIVE MANUFACTURER OF HOME FOOD FRE



# GIVES EASY DEALERS REAL DRAWING POWER!

Bing told millions of gals about the EASY "Worth Your Weight In Gold" Contest on coast-to-coast TV Jan. 12. Since then, thousands of his Decca records have been handed out to contest entrants (remember, every entrant is an EASY prospect!)

Yet, the contest runs thru Mar. 15. You still have plenty of time to tie-in.

On February 2, in PARADE, THIS WEEK, and 30 independent newspapers, 24 million more



people will read about EASY's contest in big 4-color pages. It's the hottest traffic-maker in the laundry field! Get your share of the business it's building. Get details from your EASY Distributor!

Easy

EASY LAUNDRY APPLIANCES DIVISION . The Murray Corp. of America . Palmolive Building . Chicago, Illinois

# trends

#### **REGION BY REGION**

#### THE EAST

By John Richards



Color-TV and dishwashers figure in harder dealer drives . . . Distributors step up incentive programs

E ASTERN distributors and dealers are acutely aware of first quarter predictions that fall short of gusty optimism. They also see the same unemployment figures everybody sees.

Nevertheless, these distributors and dealers are off to a running start in 1958.

The activity is not limited to one locality. In Madison, N. J. a dealer is lining up a four-man outside sales crew to go after freezer business. He feels "It's an untapped profit area that needs working over."

In the Huntington-Northport area of Long Island another dealer is getting set to pound harder. He's increased his ad budget 25 percent, will concentrate on dishwashers and color-TV. "Last year this business doubled '56's," this dealer says of dishwashers selling at about \$190 to \$200, plus installations of \$35. "Even though it represents a small percentage of total volume, it's coming up fast." He feels the same about color-TV. He's already tying an with a heavy color push expected to run for about six weeks.

"You'll probably see color set sales at about \$369," this dealer says, "with heavy activity at \$450 and \$500, and maximum sales at \$600. It may kill highend B & W sales up to \$329 and will either scare competitors in or out of color-TV at last."

In Philadelphia, Camden, Trenton, Chester, and Wilmington, isolated dealers shared similar views on color and geared their individual programs to this fresh push. In Freeport, Long Island, a dealer treated any customer who took color on trial in the home to a free dinner at Guy Lombardo's.

Rochester and Buffalo dealers, finding reassurance in final Christmas and early January figures, were promoting hard to support improving TV an hi-fi sales. For them January already was "better than expected," "not bad," "steadily improving." And in Boston, Lynn, Waltham, and Lowell, Mass., both appliance and electronics product sales were holding up well. This despite sharp cutbacks in employment in the textile, shoe, leather, machinery, metal-working and electrical industries.

In Washington, Baltimore, Hagerstown and up through Harrisburg and the Lancaster to Scranton corridor, big and little dealers fit the Christmas and post-Christmas pattern—good holiday business down to the final last-minute promotion, a pickup in early January, followed by a lull.

Hi-fi, TV and laundry continued pillars of sales strength. Here and there kitchens brightened a dealer's picture where he specialized. Dryers showed continued strength in such widely separated places as Buffalo, Philadelphia, Boston, Madison, N. J. and Patchogue and Babylon, Long Island.

For their part distributors are stepping forward to meet the stiffer times head-on. One leading New York distributor launched a six-month incentive program in white goods which will enable active dealers to earn trips to Miami, Mexico City, Las Vegas, Havana, Paris, and even to Hawaii and around South America. Still another will soon climax a big Hawaiian trip. A third is gearing for a giant consolidation sale, and several others are readjusting their promotional sights to tougher selling times. These metropolitan drives are being duplicated in varying degrees by distribs in Philadelphia, Washington, Boston and Buffalo.

In metropolitan New York the new look for 1958 has distribs even tightening up on key accounts. This is in the extras—ad allowances, spiffs, and other advantages usually translated into price.

"I don't think it will work," says a

veteran volume operator; and a Brooklyn, a Nassau and Suffolk dealer agree with him. "Volume dealers will simply sit tight. When distribs have to move goods, they'll come around with deals."

#### THE MID-WEST

By Ken Warner



Surprised dealers add up their blessing as they move thankfully into an "ordinary" January ... In Chicago, a strange ad appears.

PUZZLED Midwest dealers, who had spent the weeks before Christmas worrying and watching, now find themselves mildly optimistic and can't figure it out. After a bad, bad start, the Christmas season came on with a rush in Chicago, setting the phones jingling off the hooks and the merchandise rolling out the front door.

It's entirely possible, dealers admit, that current optimism is in a large measure due to the unexpected good December business. But they don't think so. January, so far, while no December, "isn't bad for January." Laundry equipment, strong most of the fall, has continued a good seller in Chicago and the suburbs right through the middle of January. Hi-fi is the top runner on the electronic side, and continues to be.

Living right on top of the markets the way they do, Chicago dealers almost all take a look, and traditionally, pick up some small deals during market week. This year was no exception to this custom, but there were some differences, according to one suburban dealer. "We're taking it easy on the buying," he says. "There might be something better coming along a little later, for

(Continued on page 16)

Where in the world do you



LONDON

It's carefree...

it's expense-free...in the fabulous

\$2,000,000
PICK-YOUR
VACATION JAMBOREE



Whirlpool

Ask your RCA WHIRLPOOL distributor for

want to go?



SOUTH AMERICA

HAWAII



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-TRIP

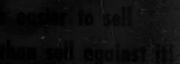
FOR

DEALERS
AND THEIR SALESMEN

details







IGN SOIL AGAINST I

ELECTRICAL MERCHANDISING-FEBRUARY, 1958

PAGE 15

# trends REGION BY REGION

one thing. And we don't need to jump on a deal to make out. We've got our inventory down and we're going to keep it that way for a while." According to this dealer, a lot of his competitors are in the same boat and intend to stay there. The lack of pressure from heavy inventories is another factor that helps smooth dealer brows at the beginning of the year.

On the opening day of the markets a singular advertisement appeared in the Chicago Sun-Times, and was evidently clipped by every dealer who read the paper. The piece, a full page of text, was a direct appeal to Chicago consumers to join the "Great Name Brands Exchange," an organization which would attempt to bring buyers and sellers of appliances together on a "bid and quote" basis.

As outlined in the ad, Great Name Brands would function like this: The customer would shop around to see for how little he could buy, say, a TV set. Once he got a price he would call the exchange and see what the going price was, and could leave a bid with the exchange for a chosen model at a given price. It might work out, according to the ad, that the set he was told would cost him \$250 was going for \$225, and he could, if he liked, leave a bid of \$215. The exchange then would try to fill his order at that price by contacting dealers who "might have an oversupply of that particular model" if they could find such a dealer, the customer got the merchan-



If they couldn't, said the ad, the customer was without obligation.

A coupon on the ad invited consumers to send in for their membership card, which would entitle them to the services of the Great Name Brands Exchange.

dise, the dealer made a sale, and the

Great Name Brands Exchange would

make a small commission from the dealer.

Dealers queried about the ad knew nothing about it but they were all intrigued. They all had sent in their coupons dutifully, and were awaiting their membership cards. There is much that is uncertain about the "Great Name Brands Exchange," except one thing: on their mailing lists there is now a great concentration of names of employees of dealers all over Chicago.

THE SOUTH EAST





Dealers see stronger prices, less credit selling this year . . . Dryers hot in Mississippi and Tennessee.

C OMING off a generally disappointing pre-Christmas season, in which business proved too little and too late, southeastern appliance dealers and distributors kissed-off 1957 with little regret and headed into the new year, reservedly optimistic that 1958 should be better, and quietly determined to make it that way.

There were indications that '58 would see a trend toward some stabilization of prices and a move back to the firm ground of selling less on credit, more for cash. Here and there, retailers are dropping out of the price rat race by establishing strong let-'em-walk policies for the vast fraternity of model-number-takers. An Atlanta dealer, who set this pattern for his business at the beginning of 1957 and stuck with it through the year, came up with a box-score of 150 fewer time sales contracts, but at a per-contract average of \$276, compared to \$198 for 1956.

This Christmas, in a great many southern appliance-TV stores, not a creature stirred, not even a prospect, until mid-December. Then, unaccountably, came a furious buying surge which was fine while it lasted, but could not counterbalance a rather poor October 1—December 15.

By stepping in to carry the Christmas ball, TV again demonstrated the amaz-

ing vitality it showed throughout most of '57 (sales consistently steady in most southern areas, prices the firmest in the industry). Christmastime TV volume rode high, prices held—albeit most of the action was at the low end. Portables sold exceptionally fast.

This was not a big-ticket Christmas in the South. Though a Memphis dealer sold 40 Magnovox 273H hi-fi's at their \$199.50 list in the two weeks preceding the holiday, the majority of electronics volume was chalked up in low-end hi-fi, record players and radios. Electric housewares went well in most areas, but white goods were slow. Notable exceptions included a Miami dealer who moved 15 Mobile Maids in the three weeks before Christmas. He advertised the "stripped" model at \$179.95, displayed it close beside a \$199.95 deluxe unit, and had a sell-up score of 13 out of 15.

In much of Mississippi and Tennessee it's been raining dryer sales. Excessive rainfall helped a Jackson dealer shove out 110 dryers in '57 (against 30 the previous year, two in '55). Dryer sales by dealers in the Nashville Electric Service territory reached 1,369 units in a well timed, two-month campaign coordinated by the utility. Unhappily, it will take the harvests of next summer and fall to fill the financial void left by washed out crops. Crop insurance payments, never fast in coming, will be concentrated in the hands of the planters themselves, further reducing potential appliance volume.

Coldest item in several key southern sections has been the gas range. Slumping sales were variously attributed to the presence in the market of a surfeit of small manufacturers, and to the enfranchisement as associate distributors of dozens of bottled gas dealers who football the product in order to get the fuel business.

A Charlotte distributor has a good post-Christmas promotion going for him. It's a package, built around a miniature, engine-powered automobile. With a fat order (\$6,000 of the distrib's '58 TV line), each dealer gets a free car, which he plasters with placards and sends putt-putting around town for a couple of months. Then, in a drawing, the car (made by the Robel Co., Berwick, Pa.) is raffled off. The distributor hopes to sell 12 to 15 of the packages.

For some Southern distribs, new life bids fair to be infused into white goods sales by Admiral's new three-model dishwasher line and the two new refrigerators which Gibson will aim at the furniture and department store trade. These, a 12- and a 14-cubic-footer, will be widely merchandised as elements in inexpensive furniture "shots" or groupings, and should find niches as leaders from which to sell into furniture, according to one of the line's distributors.

(Continued on page 20)

### SELL A LARGER MARKET

with-





**UTILITY FANS** 



CIRCULATORS



**BUILT FOR HEAVY-DUTY SERVICE** 2-SPEED, 1725/1140 RPM MOTOR

It's a must for creating cool, refreshing comfort in large rooms or areas. Oscillating mechanism is precisionbuilt for long, hard service. 24" blade makes full 90° or 45° sweep. Safety clutch built into oscillator. 24" brightfinish aluminum blade has 4750 or 3150 CFM air delivery that can be

felt up to 100 ft. 2-Speed, heavy-duty 1725 1140 RPM motor with compact, built-in oscillating mechanism, 115V, 60 Cy. Fan head tilt is adjustable. Sturdy, safe chromed guard. Available in counter and floor models with deluxe components. Built to serve a lifetime.

No.	Type	Height	List
7C388	Counter	32"	\$ 99.95
7C389	Adj. Floor	7 to 91/2 ft.	127.95



WINDOW FANS DAYTON MAKES 10 TO 48" BLADE FANS



**BELT-DRIVE FANS** 



**MULTI-PURPOSE** 

ATTIC-TYPE FANS

FOR HOME, OFFICE, STORE, FACTORY



INDUSTRIAL FANS



**EXHAUST FANS** 

#### PRODUCTS of DAYTON ELECTRIC MANUFACTURING CO. CHICAGO 12



#### **ELECTRIC MOTORS**

Dayton Brand 1/100 to 60 HP motors in shaded pole, split-phase, capacitor, repulsion-in-duction, 3-Phase and AC-DC types; in popular speeds. Also starters, drives, cords, etc.



**GENERATOR SETS** 

Dayton Brand 1200 to 3500 watt, 115 volt, 60 cy. generator units powered by Briggs & Stratton gas engines. Heavy-duty features. For low-cost utility and standby power.



AIR COMPRESSORS

Speedaire Brand 1/2 to 5-HP tank-mounted units—many with ASME tanks. Heavy-duty compressors with single-phase or 3-Phase motors. Also com-pressor heads, paint sprayers.

### Large Stock Near You

Thousands of electrical dealers buy Dayton Products every day. They pick them up from their nearby Grainger Warehouse or use our same-day shipping service. Grainger's lower wholesale prices and convenient stocks will help you sell more with minimum inventory.

Your current Grainger Motor Book is an important buying guide. Available from W. W. Grainger, Inc. Main Office, Chicago 12.



#### WATER PUMPS

Teel Brand includes water systems, sump pumps, centrifugal pumps, recirculating pumps, pump heads and swimming pool filter system; also many pump accessory items.



#### **BLOWERS**

Dayton Brand Blowers with 3 to 24" dia, wheels available in variety of direct and belt-drive, high-volume or highpressure types for hundreds of air moving applications.





60 WAREHOUSES - SEE PHONE BOOK

### Mark of Styling Craftsmanship

Mark of Engineering Leadership



### PLUS BEAUTY and PLUS CONVENIENCE

in this 14-cu. ft. automatic defrosting 2-door, with big 127-lb. separate freezer. Exclusive Breakfast Bar, Waist-Level Crispers, Portable Bottle Basket, Slide-Out Fruit Basket, and "Flexible Storage" give you a great selling demonstration.

Model K78H-14



#### TRUE HOME FREEZER separately insulated and refrigerated, with 68-lb.

capacity, is a feature of this 13-cu. ft. "Moist-Cold" automatic defrosting model. Other easily demonstrated convenience features are the exclusive Slide-Out Fruit Basket, Twin Handi-Chests in door. Waist-Level Vegetable Bins, Portable Egg Trays, Slide-Out Shelves.

Model K75H-13



#### EYE-APPEAL and

BUY-APPEAL in this 12-cu. ft. model that features push-button defrosting. Full-Width, 50-lb. Frozen Food Chest; 20-lb. Full-Width Meat Tray; Full-Width Moisture-Seal Crisper; Twin Handi-Chests; and Portable Egg Trays in the door. Model K73H-12 is identical but without push-button defrosting.

Model K74H-12



# Announcing the New...

# 1958 Kelvinator "Style Mark" Refrigerators

5 brilliant new models, all with Kelvinator's new "Style Mark" look . . . Striking Expression of the Quality Always Built into Kelvinator Refrigerators



"FLEXIBLE STORAGE" means extra room for bulky things or extra bottles when needed, but only when needed. Top shelf is easily moved up . . . just as easily replaced when the need is for more shelf area instead of height.



TO KEEP FRUITS from rolling and bruising, only Kelvinator has a Slide-Out Fruit Basket. It is easily removable to make still another occasionally needed place to put extra milk, soft drinks or bulky foods.



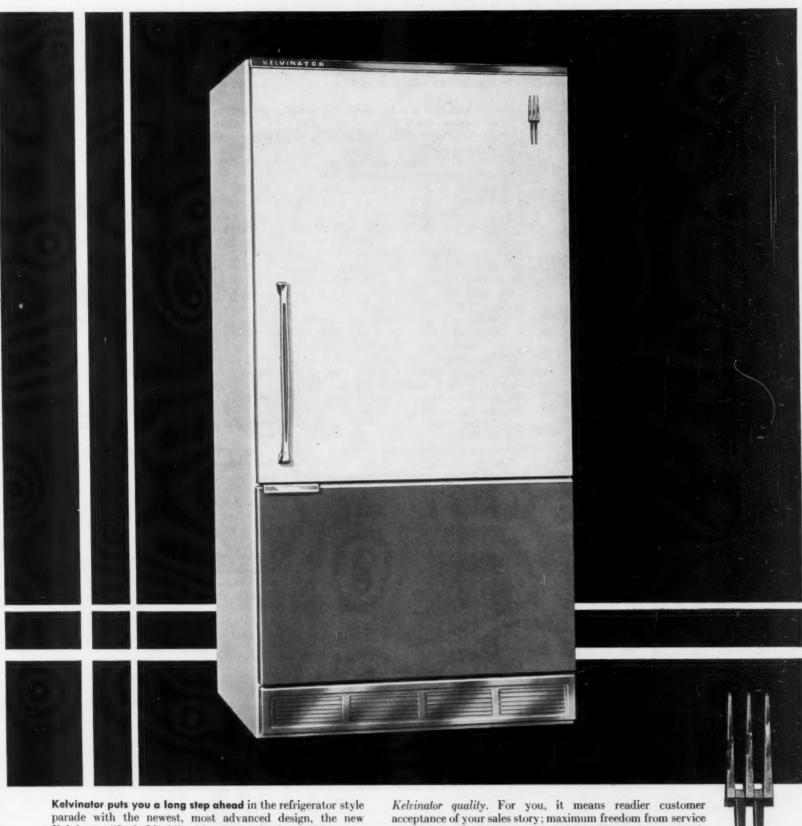
ING AND STOOP-ING, slide-out Moisture Seal Vegetable Bins are stacked waist-high. And alongside the bins is ample space for the normal, everyday family supply of milk and beverages.



### ALL THE DEMONSTRATION

FEATURES to make a woman want it are in this freezer-at-the-bottom 14-cu. ft. 2-door with 108-lb. freezer. This model, as well as the K78H-14 and the K75H-13, has the selling power of famous Kelvinator "Moist-Cold" refrigeration that keeps even uncovered foods perfectly. And automatic defrosting,

Model K79H-14 Illustrated at right



parade with the newest, most advanced design, the new Kelvinator "Style Mark" refrigerator series for 1958.

Exteriors of striking new beauty to dress up the newest or the oldest of kitchens. Inside, a color scheme of rich dignity in the new French Vanilla, accented with gold and white.

And in the new Kelvinator refrigerators for 1958, as in Kelvinator products always, there is another outstanding reason why Kelvinator is the best buy for you as well as the best buy for your customers. That reason is famous

acceptance of your sales story; maximum freedom from service complaints; satisfied customers; and build-up of your store's reputation as a dependable place to trade.

Your Kelvinator Zone Manager or Distributor will be glad to show you a new full-line product program plus a new program of dealer benefits that will open your eyes to new profit opportunities in your own business. It definitely will pay you to get in touch with him.

OLDEST MAKER OF ELECTRIC REFRIGERATORS FOR THE HOME

DIVISION OF AMERICAN MOTORS CORP., DETROIT 32, MICH.

American Motors Means More for Americans



Live Better Electrically



REFRIGERATORS . WASHERS . DRYERS . ELECTRIC RANGES . FREEZERS . ROOM AIR CONDITIONERS

# trends REGION BY

#### THE SOUTH WEST

Inventories generally below normal .... Profits down in '57 .... Dealers plan more promotional activity this year

WITH 1957 now in the record books and all the figures added up, dealers and distributors throughout the Southwest can look more positively at 1958. The consensus: "Competition again will make the best merchandiser the best dealer."

Among individual comments, of course, come hope and predictions that 1958 will be a good year. For several dealers, January started off in a good way—saleswise. For most however, it was a slow start though several persons point out that they didn't expect otherwise.

Perhaps the most joyful news was the nearly universal comment that inventories are either normal or below normal and there's less cause to rush out with fantastic, price-cutting ads. One dealer, in San Antonio, says his first-of-the-year inventory was the lowest in nine years.

Another dealer, in Amarillo, cut his inventory but attributes this to special and careful buying in the past two months. It's this aspect of business that more and more dealers are beginning to realize as one of the basic keys to success. Essentially, it's why inventories are not as heavy now as they were a year ago and it should provide marginal dealers with a better opportunity to weather the storm. Certainly, it will pay off, according to one dealer, in less need to cut prices and thus cut profits.

Speaking of profits, dealers found 1957 to be rough. Two examples serve to illustrate: in Tulsa, one dealer's volume went down eight percent but his net profit really nosedived—41 percent. A San Antonio dealer's business increased 15 percent but his profits only went up one percent. On the other hand, we can offer an oddity: A Little Rock distributor's sales were down seven percent but his profits went up two percent.

Overall, volume generally was off from a year ago. Profits were, too. There are several instances of higher volume but in no case did profits keep pace.

Hi-fi, and in a few instances TV, provided dealers with a boost. A Dallas retailer's overall volume was up 20 percent but white goods sales went down 50 percent. Situations such as this are bringing more and more dealers into the hi-fi business. Most of them are feeling their way slowly. Several have gone into hi-fi in a big way but it will be some time yet before these dealers can safely say that hi-fi is the answer to their problems. Why? Because the bulk of sales were made in December and it will take time to see if their big investment pays off in year-round sales.

Dealers also are planning considerable promotional activity. Not all of them have finalized their plans but from initial reports they are going to go all out in 1958. Several also remarked that considerably more emphasis will be placed on features instead of price. Others are departmentalizing and separating kitchens, free standing appliances and TV in an effort to gain more concentration on the part of sales staffs.

At the distributor level, it was interesting to discover that one wholesaler plans less co-op advertising but more merchandising and promotional help for his dealers.

Laundry equipment led the way in January sales. Refrigerators fared well in some areas but white goods generally moved slowly.

#### THE GREAT LAKES

Retailers turn to intensive promotion, better service to bolster sales... Layoffs hurt Detroit volume

GREAT Lakes dealers and distributors know they're really going to have to sell this year if they are to come up with profits at the end of 1958. As one Cleveland dealer puts it, "What we need is a positive approach. We can't quit because business is bad. We've got to be able to point out the best features, really know our product, and offer a little more for the customer than the next man if he's going to sign on the dotted line."

What are dealers doing to counteract a sales decline? Promotion is the answer from many in the Great Lakes area. They're really out to show what they have, and they're doing this with the help of distributors and manufacturers. Selling spectaculars, prizes, gifts, trips and bonuses—ranging from Easy's "You're Worth Your Weight in Gold" on the consumer level to RCA's "Pick Your Trip" for dealers—are going over big in the region.

Offering huge savings on '57 models, while emphasizing that '58 prices will be higher, is another way dealers are getting the man with the money into the store.

Dealers in the Great Lakes region are realizing that service is another thing the appliance dealer can offer the customer. This is getting to be more and more important in the business.

"What the dealer can offer in the way of service means a lot in white goods", said one Dayton, Ohio retailer. Dayton has a central service set-up, with the dealer paying for one year's service and passing this on to the customer.

Automatic washers are selling best in the region right now. Hi-fi, following the year-end boom, is still holding its own. Dealers find that components are a great factor in hi-fi sales, with cabinet pieces moving faster in the higher price lines.

Dehumidifiers, with cabinet type pieces now coming out, are the big surprise. Customer acceptance is good, with sales in the area up 62 percent. The price is now within range, and advertising has helped point out this is not the luxury item it was thought to be.

Remodeling of older homes has given builts-ins the spurt they needed, since new home construction has declined. One Youngstown dealer said that was the only business he had for built-ins—that people either bought the entire kitchen and used built-ins, or they bought traditional items one at a time.

Clothes dryers have dropped 14 per cent in the Cleveland area. Food freezer sales have spurted 17 percent, but a (Continued on page 24)



"RIGHT AROUND BACK, PLEASE."



# Never before has Chevy been so right for the appliance business!

Here's a truck specially designed to take to your kind of work like a duck takes to water! It's Chevrolet for '58 with new hustle, muscle and style that mean money in your pocket!

As you can see, Chevy's a honey of a truck this year, and that handsome, broad-shouldered '58 appearance only hints at the host of new and improved features that are ready to put you dollars ahead in the years to come. Here's a truck ideally suited for your line of work. In styling, for instance, Chevrolet for '58 has what it takes to build your business prestige every day in the week: new dual head-lamps, new massive grille, newly contoured hood and fenders, new cab beauty, new interior colors, to mention

just a few innovations.

And what workers these pickups are! There's new power to do more work faster from a new more powerful version of the famed Thriftmaster 6... or from the all-new highefficiency Trademaster V8\*. New pickup bodies are roomy—as long as 108" with 50" of usable width—for big loads. And you'll have the right chassis components for your job: husky parallel-design frame, big Torque-Action brakes, and the proper springs and transmissions to meet your needs precisely.

There are many such reasons why Chevy's never been so right for your work—many more reasons why you'll want to see your Chevrolet dealer soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

\*Optional, extra cost.

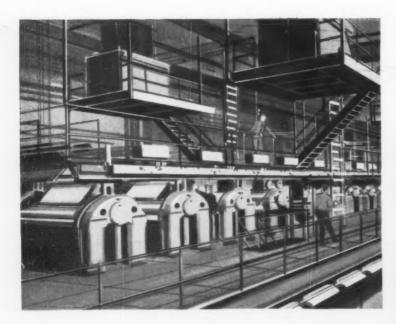


# NEW CHEVROLET TASK-FORCE 58 TRUCKS

# the NEW Chicago where freat



THE SUN-TIMES IS



This custom-built, electrically controlled conveyor system delivers pre-counted and tied bundles of papers directly into trucks at lower-level loading dock. The dispatcher at the desk directs the flow of papers by push-button, to speed loading and delivery.

These new high-speed presses offer the greatest possible flexibility in full-color printing throughout the paper. They are the only newspaper presses in Chicago capable of this versatility. They can produce 52,000 128-page newspapers an hour.



# Sun-Times...

# things are happening!

On January 31st, Chicago witnessed the dedication of the Sun-Times' new home at Sun-Times Plaza on the north bank of the Chicago River. Working in the world's most efficient newspaper plant, the Sun-Times staff can better serve its growing number of readers and advertisers.



### CHICAGO'S MODERN NEWSPAPER!

This is a section of the new Sun-Times electronically controlled tube system, which is dialed to deliver messages anywhere in the plant in split seconds. Developed in West Germany, the system is the most efficient equipment of its type in the world.



Shown here is the Sun-Times' ingenious new Letter-fax, a newly developed electric eye device for super-fast transmission of last-minute city news to the paper.



\*NEW because we are completely established in our new modern plant . . . which is dedicated to the faster and fuller coverage of the news for our readers, and the better presentation of selling messages for our advertisers.

# trends REGION BY

decline is expected since this is an item that is generally dependent on the economy of the area.

In general, sellers expect the market to pick up by mid-year. As one department store manager put it, "I've never seen business bad that it didn't come back bigger than ever."

Electric appliance sales are off in Detroit and dealers, more than aware of a bad situation, appear very concerned.

J. L. Hudson stated that while December sales were "up very nicely," early January revealed a quite different story. To this date, the store is less than three percent ahead in appliance sales, including figures from its generally booming Eastland branch.

Hudson's figures reveal that no one appliance has been selling well. As a spokesman put it, "Absolutely everything is selling below par."

Price is the important factor, Hudson's has concluded, and promotions are a must.

"We're working on some right now because, above all, we feel it's necessary to do something, no matter what. January and February will be great problem months and whether or not there'll be a pickup in March remains to be seen."

Crowley's were not quite so vehement. Sales are down at this store about 10 to 12 percent, with refrigerators the only appliance to enjoy a climb up the ladder.

"We feel the general sales slack is simply another part of slow business and unemployment in Detroit. We've also

Loyo Then

"I DON'T TRUST HIM. WHY WOULD A BACHELOR HAVE AN ELECTRIC BLANKET WITH DUAL CONTROLS?"

found a surprising lack of confidence on the part of the buyer. People just won't part with money."

The situation has been equally difficult among small city and suburban dealers. The Mike Basso Appliance Co. reports January sales to be a whopping 50 percent below those of December. With rising unemployment in Detroit and surrounding areas the store expected an after-season slowdown, but hardly a business-cut-in-half situation.

Sales are off 25 percent at the Happy Home Appliance Co. Television is off 30 percent, large appliances are not moving at all, and most sales dollars have been directed at smaller items such as steam irons, toasters, hand mixers, electric kettles, etc.

"People are doing a lot of talking and a lot of looking, but scarcely any buying. They're still in the stores, the thing is to try to sell them anything."

#### THE FAR WEST

By Howard Emerson



Clean stocks, population growth and utilily promotions promise improved business in '58

THE new year in the Far West has gotten underway for appliance-TV-home goods dealers with a stability that is encouraging even those who felt not long ago that there'd be a '58 but maybe not a '59. As in every year, mid-February will be a crucial period for the marginal dealers, but the average dealer has been on a low-inventory, hand-to-mouth buying program for so many months now that his stock is relatively clean and his payables well in hand.

In 12 years of covering the Far West, this writer has never before witnessed so many dealers imbued with a fierce determination to make their businesse's successful and profitable through sound management.

After soaring in a whirlwind of confusion and frustration during late '56 and the first quarter of '57, appliance-TV-home goods dealers have landed on their feet here in the Far West, maybe more firmly than at any time in a decade.

California dealers have much to look forward to if they have their businesses on a sound operational footing. Population is continuing to increase at a rate of 1,500 each day—adding about 575 workers to the payrolls each day. So, although residential building is off (however, in southern California, the number of residential starts is still  $2\frac{1}{2}$  times the national average per 1,000 population) there is encouragement for the future. Harte Economic Trends reports that the Far West needs more housing. The number of persons per unit of housing in the U. S. is 2.84, while in the 11 western states there are 3.59 persons per unit.

In northern and central California, the most authoritative preview of the new vear is always the utility PG&E's "market outlook". For 1958, PG&E sees personal income reaching a record level, up 4 percent from '57, with a corresponding increase in retail sales. It sees 53,000 new residences, a 1.9 percent increase in '58 over '57, plus 6,560 multiple dwellings. In coupling this preview of '58 with the announcement of the largest budget PG&E has ever set up for helping dealers move electrical goods, the utility also admonishes dealers to look to the replacement and unsold appliance market. In 1958, PG&E has set these goals for the 2,300 or so appliance dealers in its area: 99,500 ranges; 112,000 water heaters; 52,500 dryers; 83,000 refrigerators; 21,000 freezers; 148,500 TV sets; 103,000 washing machines; and 23.500 dishwashers.

Arizona dealers-in spite of recent problems with "mass merchandisers"have an outlook as bright as their sun. In 1957 business there, at last report, was running about 11 percent ahead of 1956. Even auto sales were up! The business index for the state is 195, based on 1947-'49 as 100. Helping the dealers smile a little more there than elsewhere is not only the business level, but also the local Valley National Banka banking institution with a sense of humor. Recently the VNB told dealers and other businessmen in the Valley of the Sun that "keeping up with the Joneses is now confined to the Dow-Joneses," and that "money is so tight that it is becoming almost as hard to get into debt as out of it."

Preparing the way for profitable business in the Far West have been these recent scattered events. J. Clark Chamberlain of the San Diego Bureau of Home Appliances estimated the attendance at the bureau's recent home appliance show at 190,000 people, an all-time high.

In the Spokane area of Washington, a recent promotion of the Inland Empire Electric League produced the second highest unit sales for members; 2,000 electric dryers were sold by 300 dealers—bringing top dealers 5 shares (\$180 worth) of Washington Water Power stock. In a "Lucky 13" dryer contest in Utah, nearly 6,000 entries were made at dealer stores by prospects interested in winning one of the 13 dryers offered by distributors through the Intermountain Electric Assn. The same IEA worked with one food chain to draw 3,537 people to an appliance-food-fashion show in Ogden.

End



## WOW! LOOK WHAT

PHILCO-BENDIX HOME LAUNDRY DID IN '57...

MORE COMBINATIONS SOLD THAN COMPETITION COMBINED

AUTOMATIC SALES UP OVER 400% Industry sales down 8%

DRYER SALES UP OVER 500% Industry sales down 9%

WRINGER SALES UP OVER 68% Industry sales down 20%

-AND I PUT MONEY IN THE BANK!

NOW! FOR 58...the most sensational PHILCO-BENDIX selling deal in history!



HERE'S HOW YOU CAN BECOME A UE CHIP DEALE

NEW MODELS...NEW ADVERTISING...

NEW PROMOTIONS TO PAY YOU BIG DIVIDENDS

IN THE HOME LAUNDRY MARKET!



# New PHILCO-BENDIX THRIF Make two matched pair sale

Look! One new low-priced Philco-Bendix dryer matches both top-loading "Lint-Free" Automatic and front-loading Gyramatic washers. No matter what kind of washing action your customer prefers, you've got what it takes to make the matched pair sale . . . every time.

But that's only part of the story. You can make

top-ticket sales the same way - with the famous Philco-Bendix Custom Threesome. Together, these triple-threat demonstration centers give you the most complete matched pair and single unit step-up in the business. You never miss a sale, because you've always got the washing action your customer wants, at just the price she wants to pay.

### GREAT SELLING FEATURES

# The one combination that outperforms even separate units! PHILCO-BENDIX DUOMATIC WASHER-DRYER



MODELS CE & CG 788

No wonder the Duomatic is the best-selling combination on the market today! Nothing washes cleaner! Nothing dries safer! It gives customers all the features of a custom washer and a custom dryer in one machine. Look at these features:

- Big Filter Drum washes cleanest, dries up to 45 minutes faster than any other combination. 2880 filter holes make line a thing of the past!

  It is a faster than a second to the past in the past in the past in the past is the past in the past
- Ideal for Automatic Wash 'n Wear. Leaves garments clean and ready to wear in less than 40 minutes.
- and ready to wear in less than 40 influees. Safe for any and all fabrics even the miracle fabrics. Has an exclusive automatic "Power Soak" cycle for washing heavily soiled clothes.

It's today's biggest-selling, big-ticket item. Blue Chip all the way!

4 GAS AND ELECTRIC MODELS



# IRIFTY THREESOME for 1958! sales with a three-unit display!

famous gether, give you gle unit sale, beon your s to pay.

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afer! It

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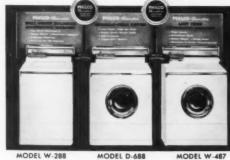
nts clean

for wash-

the way!

DELS

fabrics



PHILCO-BENDIX CUSTOM THREESOME

and remember, only PHILCO-BENDIX "Lint-Free" Automatics have the





A Philco-Bendix exclusive! Guarantees a cleaner, softer, lint-free wash every time. 1. Automatically dispenses detergents, soaps, softeners. 2. Automatically dispenses special rinses and fabric conditioners. 3. Automatically filters out every speck of lint.

NEW ADVERTISING AND PROMOTION

# ... sure to help you corner a bigger share of the market!



#### NATIONAL MAGAZINES

The Blue Chip program kicks off with sensational four-color advertising in The Saturday Evening Post . . . continuing throughout the year. Multi-page push in April in Life magazine. Special tie-ins with AGA, Tide and Dash. National tiein with leading wash-and-wear manufacturers, including Botany '500'.



#### SUNDAY SUPPLEMENTS

Week after week of hard sell in America's best-read Sunday Supplements . . . covering 40 top markets. In addition, Philco-Bendix laundry will run strong campaigns in daily papers coast-to-coast.

#### LOCAL ADVERTISING

Newspaper advertising, big and black as a two-ton coal truck! Traffic-pulling "live" copy for radio and TV. Just like you'd write yourself.

FULL CALENDAR OF HIGH-POWERED PROMOTIONS

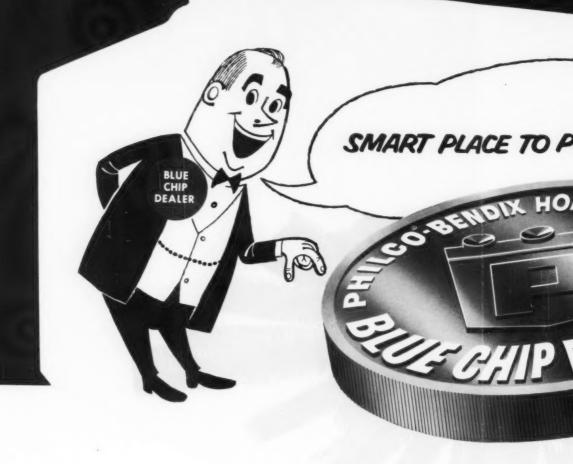
JANUARY - Philco-Bendix Laundry Disc Jockey Program; January White Sale.

FEBRUARY-Wonderful Washweek Promotion; New Wringer Washer Premium Campaign.

MARCH - Million Dollar Refund Bank; Triple-Duty Demonstration Week.

GET ALL THE FACTS on Blue Chip advertising and promotion plans from your Philco Distributor. Ask him for a preview of the big events scheduled for 1958.

SEE BACK PAGE FOR MORE BLUE CHIPS SELLING NEWS





WOW! LOOK WHAT PHILCO-BENDIX HOME LAUNDRY DID IN '57 ...

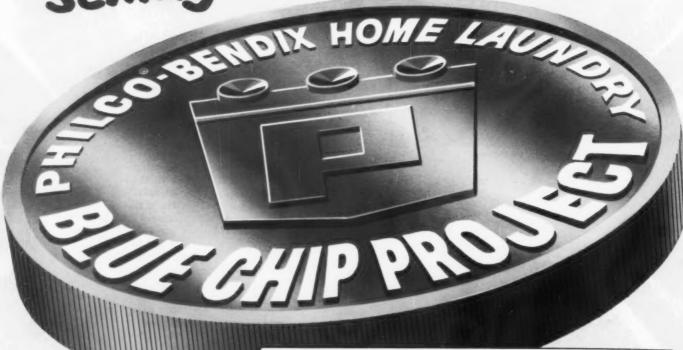
MORE COMBINATIONS SOLD THAN COMPETITION COMBINED AUTOMATIC SALES UP OVER 400% Industry sales down 8%

DRYER SALES UP OVER 500% Industry sales down 9%

WRINGER SALES UP OVER 68% Industry sales down 20%

-AND I PUT MONEY IN THE BANK!

NOW! FOR 58...the most sensational PHILCO-BENDIX selling deal in history!



ZOWIE!

HERE'S HOW YOU CAN BECOME A UE CHIP DEALER IN 58!

NEW MODELS...NEW ADVERTISING...

NEW PROMOTIONS TO PAY YOU BIG DIVIDENDS

IN THE HOME LAUNDRY MARKET!

NE1 WA

Now yo free w every t it's a ci

venience located

and big

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MODEL

LOOP





A BRAND-NEW PHILCO-BENDIX WRINGER LINE LOADED WITH BLUE CHIP PROFITS!



Now you can offer your customers truly lintfree wringer washers. This exclusive Filter-Clean system filters a complete tub of water every two minutes during both wash and rinse cycles. So easy to demonstrate, so convincing, it's a cinch to make the sale.

#### ONLY PHILCO DEALERS HAVE IT!

NEW DE LUXE CONTROL PANEL. Here's real convenience, with agitator, timer and pump controls all located right up front. Real elegance, too. Heavy chrome trim stops traffic, starts 'em talking.

NEW TURQUOISE TRIM. Popular color with women, and big seller in the home furnishings field. Called the "magic hue" by Better Homes & Gardens because of the way it blends with any background.

NEW CHROME WRINGER. Stands out like a beacon on your sales floor. Offers customers the high-priced look of luxury on washers that any family can afford.







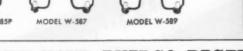












CALL YOUR PHILCO DISTRIBUTOR TODAY!

LOOK AHEAD ... and you'll choose

PHILCO-BENDIX



DEALER

# MORT FARR SAYS: Let's Put Profit Back in Air Conditioning

DESPITE a cool summer and the general situation in the appliance market, it would appear that the industry sold around 1.5 million room air conditioners in 1957. This is about the same as the hot boom year of 1956, but is a half million less than the two million predicted by some for 1958. This two million figure should be easy to reach with any kind of a break in the weather conditions and if there is no serious recession. The problem with air conditioning, however, is not how many will be sold, but rather who will make a profit out of their sale and how.

THE POTENTIAL IS THERE. Fortunately, there is still time to correct our errors and to capitalize on the tremendous market ahead. More than 90 percent of our market remains unsold; appliance dealers have traditionally captured 70 percent of the business and should continue to get at least that percentage. Room air conditioners are the one appliance we sell that has limitless opportunities, not only for multiple rooms in the home, but for offices and other small commercial establishments. The need is universal and we have only to learn how to capitalize on it.

NEEDED: STANDARDS. Even the manufacturers have not been able to agree on standards that will be fair to all concerned. We were confused by ratings in tons and we were further confused by the references to horsepower, but the BTU ratings which were supposed to be standards are only a further device to secure an advertising advantage, or if they are not favorable to leave out of the specs or out of the ad. Now we even differ on how the BTU rating should be determined, and different manufacturers set their own ratings and testing standards. There is no justification in these times for so-called 34 ton portable units having BTU capacity that even their makers rate as low as 3500 BTU's, and which should be advertised as only adequate for certain small rooms that are to be occupied at night only even though the unit would have to operate continuously 24 hours a day to do a fair job.

Nor is there any excuse for some one ton units having less BTU ratings than other 34 tons. What's the sense in reducing the current needed to operate the



Mort Farr, Upper Darby, Pa., dealer

unit if what the customer thought was a one ton capacity is in reality a  $\frac{3}{4}$  ton capacity with a 1 ton label. One of our biggest problems is in this rating system and our re-education of the public, so that they understand that a unit not large enough for the area to be cooled will not be of any use on the real hot humid days when it is most needed. When we have set standards for ratings, we will then be ready to develop a quick accurate and safe model selector that a retail salesman can use effectively.

HELP FROM THE FACTORY. What does the manufacturer offer the dealer to help him sell more units? The biggest inducements offered for a dealer to buy are: quantity discounts, deals on last year's models, terms, free meals at meetings, guaranteed sale and trips. Actually none of these things is going to sell an air conditioner to a consumer. Let's take a look at each of these items and see what really should be done this spring if we are to sell more units profitably. To begin with-a schedule of quantity discounts based on a season's purchases is the fairest way to price the units to a dealer. This will make him more selective in his buying and more important to a few suppliers. As to terms, most dealers will require that they extend into the selling season if he is expected to stock heavily. Free floor plans are quite acceptable and are getting more universal in the trade. The guaranteed sale feature has been fine for dealers this past year, but may not be in the best interest of an industry. Certainly I was happy that I could send unsold units back to suppliers after the unusually cool summer in Philadelphia last season. However, now that practically all makers have the same deal, there is no advantage to any. In fact, if a dealer has models on the floor that he cannot send back, he is more apt to try to sell those than he is those from a supplier who has agreed to take them back for credit if not sold. This kind of selling could weaken our whole marketing concept and ruin our ingenuity for selling.

DEALS AND TRIPS. Special deals on prior years model are a good pre-season inducement to get some extra business. but we should either cut our production to more nearly equal sales, or better still -step up our selling so that we never again have a carry-over of 800,000 units which is better than 50% of the season's total sales. At least one manufacturer who has made substantial savings in manufacturing costs and could very well sell the improved 1958 models cheaper, has to keep the list price of the new models up, in order to make the large carry-over of 1957 models attractive enough in price to move them. As to meals and trips, we should have more meetings for the retail salesmen instead of the owners. Many of these men who do the buying are not interested in features because they never sell on their floors.

Trip money might better be used for advertising and promotion to the public, or better still, to train not only salesmen but installation and service men. The various manufacturers should recruit men and train them for the peak season, and allot them to their various dealers. They could be part time men such as teachers and policemen, and other men who need more money than they are earning. They could be hired on a basis of so much an installation and take care of the rush when people want to buy.

PROFIT IN THE FUTURE. There is no question but that the room air conditioner could be the best seller in the appliance business. It's only a question of how to do so at a profit!



16/2 TYPE SJ 300 VOLTS

300 VOLTS 18/3 TYPE SJ 300 VOLTS

CORNISH makes it easy for you to distribute the Service Wire wanted by

CORNISH makes it easy for you to distinguish instantly the Service Wire wanted – by printing specifications plainly right on the jackets – facilitating handling in stock and on the job.



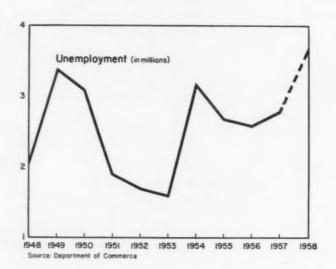
ADEQUATE WIRING BUREAU

... to Sell!

This nationally known, all-inclusive line of Cords and Cord Sets—in rubber, plastic and neoprene—makes it possible for you to fill all requirements of Farm, Home and Industry—with a complete QUALITY line, easy and PROFITABLE to sell.



# economic currents



### Unemployment: It Isn't As Serious As It Sounds

By the McGraw-Hill Dept. of Economics

NOT since 1954 has there been so much publicity given to the rise in unemployment. And this is a vital subject to appliance dealers, especially those in areas such as Detroit and Pittsburgh where layoffs in the auto and steel industries have been increasing. The unemployed make very poor candidates for appliance sales.

So the question arises, will unemployment improve or get worse in the months ahead? When 1957 ended there were over three million unemployed. Just on the basis of normal seasonal developments unemployment could go up to around four million in February. The reason for this is that the full effect of layoffs from Christmas jobs—for instance in retail stores—does not show up until February. And it is too early for spring pickups in outdoor industries like construction and agriculture.

LESS IMPACT. If unemployment does hit four million in February, or later on this year, it will be the first time this level has been reached since March 1950. But four million unemployed this year would not have as severe an effect on the economy as it did in 1954 or 1949 for two

First, since our two previous recessions the labor force has grown considerably and so has the number of people employed. Therefore, the same number unemployed is a smaller percentage of the labor force. And second, benefits from unemployment insurance and supplementary payments brought about by union contracts provide many workers who have been laid off with close to 65 percent of their regular take-home wages. Thus incomes are being maintained in spite of rising unemployment.

FIRST QUARTER HEADACHE. We should see the worst in the unemployment picture during the first quarter of this year. None of the industrial areas seems likely to give any added spurt to the employment picture in the first quarter. Auto production seems likely to taper off until spring when once again the producers will make a con
(Continued on page 28)

# HERE'S THE GREATEST REGINA PROGRAM EVER!

introducing new better-than-ever models for 1958





#### POLISHER & SCRUBBER

The polisher most people know and want! More heavily advertised than all other polishers combined! Proved best for over 25 years! New '58 model improves on perfection with better-thanever motor, brushes, bumper, ventilating system!

#### 31 color advertisements in 17 magazines!

Life

Look

McCall's

Ladies' Home Journal

Better Homes & Gardens

American Home

Living for Young Homemakers

House Beautiful

House & Garden

Sunset

New Homes Guide

Home Modernizing

House & Garden's

Book of Building

House Beautiful's

**Building Manual** 

Bride's Magazine

Modern Bride

Bride & Home

making 49 million consumer impressions from January through June!

Plus full-page ads on Regina Model A 16-inch Twin-Brush Floor Machine in 5 institutional publications total circulation 200,000



America's most sensational vacuum cleaner!

ctrikbroom

Like no other vacuum! Sells like wildfire -even to those people who already own vacuums! Sales doubled in 1957 alone! And every Electrikbroom owner raves about it! Great gift item! New '58 model offers bigger filter area, roomier dirt cup,

#### TIE-IN! GET TOP VOLUME WITH REGINA-TOP NAME IN FLOOR CARE!

Write TODAY for FREE dealer helps

Newspaper Mats • Statement Stuffers Radio Commercials • TV Commercials Give-Away Booklets

	11 Regina Avenue, Rahway, N. J.  — Custom 400 Polisher and Scrubber, ——— the new 600 Electrikbroom,
Model A Floor N	fachine
Please send me: Name and address REGINA dealer he	of distributor for my territory lps
NAME	STORE NAME
ADDRESS	
CITY	ZONESTATE
INCAN	ADA: Switson Industries Ltd. Welland Ontario



### and cut your in-warranty service time!

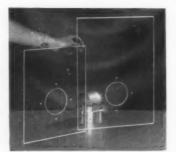
Experience has proved that when Flex-Vent kits are sold in combination with dryers, in-warranty service calls decrease. The explanation is simple: Flex-Vent substantially increases dryer efficiency by eliminating problems caused by lint, heat and moisture.

Take advantage of the time that Flex-Vent can save you. There's a venting kit for every dryer, every installation... and each one is a cinch to install.

In addition to the gleaming-white flexible ducting shown above—the popular flameproof fibre glass type—the Flex-Vent line includes: weatherproof all-aluminum ducting, all-aluminum vent hoods, transparent plastic window plates, aluminum window plates, and adjustable window plates for apartments and other temporary installations. Every kit includes all parts needed for installation plus instructions.



For complete information, send for this Flex-Vent catalog. Write Dept. 82.









Flex-Vent kits are approved by all leading dryer makers and are completely manufactured by

Flexible Tubing

Guilford, Connecticut
Anaheim, California

Hillside, Illinois

## economic currents

certed effort to entice consumers—and build up stocks as insurance against a long strike.

The construction industry generally tapers off in the winter but picks up in the spring when the weather improves. With consumer sales of appliances just about keeping even, appliance production in these months should maintain a slow, but steady pace. The aircraft industry should pick up too, with sputniks providing the spur to increasing defense expenditures.

GRADS POSE A PROBLEM. But even with stepped-up production in these areas, unemployment will continue to be a problem—for in May and June the labor force will suddenly be increased by 700,000 or 800,000 when the spring graduates start looking for jobs. However, averaging out the high level of unemployment in the first part of the year with an expected easing later on, it seems likely that unemployment will amount to between 3.5 million and 3.7 million for the year as a whole.

WHAT HAPPENED? Why did unemployment begin to rise this fall? In our recent past the summer months have been the slow ones. While workers are on vacation, many factories shut down; but with the fall things pick up again. However, this didn't happen last year.

One reason it didn't happen was that, after making large expenditures for defense purposes in the spring, the government became economy-minded and began cutting back on defense contracts. Aircraft companies found that some of their contracts were either being canceled or stretched out. And they began to cut down on the hours worked and to lay off many workers.

Unemployment also rose in the auto industry. There were the usual layoffs in October as companies changed models. In November auto production was going full swing, but the stock of cars in dealer's hands climbed quickly too, and it soon became clear that consumers were not as eager to buy as the industry had hoped or expected.

Thus, there was a slowdown in over-all industrial production and a subsequent increase in unemployment. Total industrial production as measured by the Federal Reserve Board's index (1947-49 = 100) dropped to 139 in November after averaging 144 for the first 9 months of the year. And production will probably decline a bit more during the first quarter of this year.

Consumer income showed only a very slight drop during the latter part of 1957. And the decline during the first quarter of this year should not be very much bigger. The reason is that so many workers are covered by unemployment insurance and by supplementary benefits.

IMPACT ON DEALERS. Thus, in the first few months of this year the appliance dealer will face not only increasing competition from other products but also consumer resistance. With more than five percent of the labor force out of work many people will be living on unemployment insurance. They won't have the cash to spend and won't find it easy to get installment loans. The rest may be unwilling to spend for purely psychological reasons. However, a slight boost in industrial production in the spring would go a long way toward overcoming the psychological hesitation as well as providing the consumer with more money to spend.

Eno

Salesman in the Kitchen He's no good to you there unless he can sell—and he can if you know how to teach him, which is one of the things you'll learn from next month's Special Report on Kitchens in

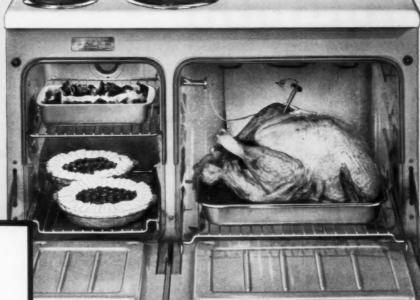
**ELECTRICAL MERCHANDISING** 

# The Ultimate In

# Women-Wanted Automaticity







Ask your Hotpoint Distributor's Salesman about the

# "BLUE CHIP BONANZA PROMOTION"

 it will boost your sales and increase your profits this spring! NEW Thawer Oven—thaws frozen foods faster, right in their packages. Doubles as baking unit.

NEW Touch Open Storage Drawer glides open in response to a touch of the toe or hand. Extra large for extra convenience.

exclusive Musical Meat Thermometer—it plays an appropriate tune
—"Tenderly"—when the roast or fowl is done just right.

NEW Time-Controlled Pushbuttons—color-lighted to indicate the heat pattern in use. "T" button adds automatic timing.

NEW Twin-Glo Vertical Broiler— Twin Calrod® units broil almost twice as fast with thermostat control.

Rota-Grill Rotisserie—for back yard barbecues indoors the year

NEW Wider Super Oven—21inches wide! The new "air cushion" insulation keeps kitchens cooler.

New Hotpoint Electric Ranges offer five 39-inch models
and three 30-inch models—each lavishly appointed with the
dramatic, easy-to-sell automatic features that create the Hotpoint Difference.
And the CLEAN-LINE styling speaks for itself!

Your Hotpoint Distributor will give you the full story on Hotpoint's unsurpassed automaticity.

# Hotpoint

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

DIFFERENCE (your customers do!)

Electric Ranges · Refrigerators · Automatic Washers · Clothes Dryers · Combination Washer-Dryers Customline · Dishwashers · Disposalls® · Water Heaters · Food Freezers · Air Conditioners · Television

# NOW BEING INTRODUCED TO THE PUBLIC-Hotpoint



# ... advance-design products for the homes of tomorrow!

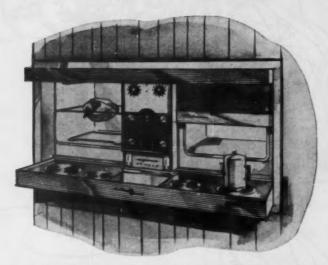
Custom Trend is Hotpoint's dramatic answer to the challenge of the future and the bright new world it holds. These imaginative products are the result of careful market research and an evaluation of public demand.

At the January market, many of you saw these 4 Custom Trend appliances—and many others. You were enthusiastic, and now we are going to bring these prototypes to the buying public for their appraisal. Their response will be our guide in the further development of the Hotpoint Custom Trend—the appliances designed to keep pace with America's constant search for ever greater comfort, convenience, and beauty.

Truly the Custom Trend unveils a new concept in advance product planning and market testing.

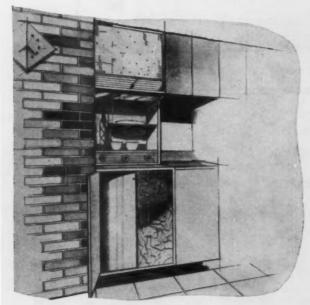






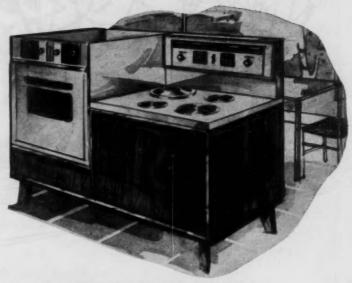
## **PUSHBUTTON COOKING CENTER**

This richly-styled, built-in cooking center includes 2 chrome-lined ovens, one Calray and one electronic. Each oven has an outer door and a glass inner door—all pushbutton-controlled. Drawer-type surface section glides out at the touch of a button.



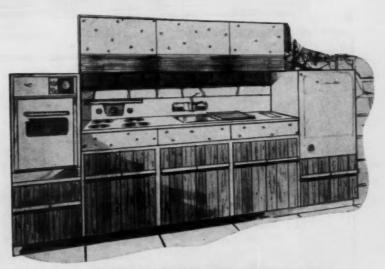
### TEMPATRON

Heat-pump water heater, air conditioner and food chiller—all combined in this completely new unit. Air Conditioner cools room, and a portion of cooled air is directed into food chiller. Undercounter heat-pump water heater uses heat released by air conditioner to heat water.



### **54-INCH CONSOLE RANGE**

Built-in beauty in an attractive free-standing unit. Convenient waist-high oven offers all of Hotpoint's de luxe features. The surface cooking section includes automatic time-and-temperature controlled units and pushbutton controls.



## 11-FOOT MODULAR KITCHEN

Complete custom kitchen facilities in a minimum of space. Dishwasher and oven are at custom height. Stainless steel countertop—4 surface cooking units—2-level sink—chopping block—swing-out seat—3 overhead lighting fixtures and ventilating hood.

LOOK FOR THAT

# Hotpoint

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS DIFFERENCE (your customers do!)

Electric Ranges · Refrigerators · Automatic Washers · Clothes Dryers · Combination Washer-Dryers Customline · Dishwashers · Disposalls® · Water Heaters · Food Freezers · Air Conditioners · Television



**Hotpoint Super Deluxe Pair** 

Wonderinse Washer
MODEL LWW45

Sealed Chamber Dryer MODEL LC45

# offering a new world of convenience...

the Hotpoint difference in AUTOMATIC HOME LAUNDRIES

Hotpoint Home Laundry has created a whole new world of automatic convenience and performance superiority with the industry's most advanced engineering achievements.

The new line of Hotpoint Washers and Dryers provides a wide selection of models, features, and Style-Matched Pairs. And the beauty of CLEAN-LINE styling adds a final touch of elegance that visibly identifies Hotpoint as the truly outstanding Home Laundry Line for 1958.

NEW Coaxial Transmission provides smoother, quieter, more efficient operation!

EXCLUSIVE
All-Porcelain—
Inside and Out
on all Hotpoint Washers!
Outlasts all other finishes.

NEW Drying Flexibility Precision Electric Timer, Pushbutton control of 4 heats, plus tumble only!

NEW Toe-Touch Door Opener on all Hotpoint Dryers! Leaves both hands free.

NEW Air-Freshener Drying tablet gives clothes a pinescented, outdoor smell!

EXCLUSIVE Calrod® Heating Units dependable constant heat at any drying temperature!

Available in
Classic White and Colortones
coral pink sunburst yellow

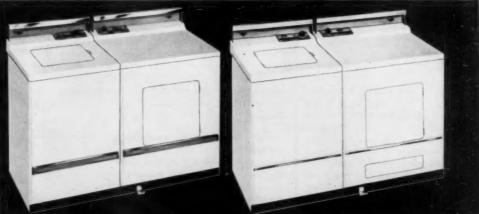
# TOUR FOR THAT OLD COLLET DIFFERENCE! (your customers do!)

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers

Customline • Dishwashers • Disposalis® • Water Heaters • Food Freezers • Air Conditioners • Television





Hotpoint Deluxe Pushbutton Washer MODEL LW44

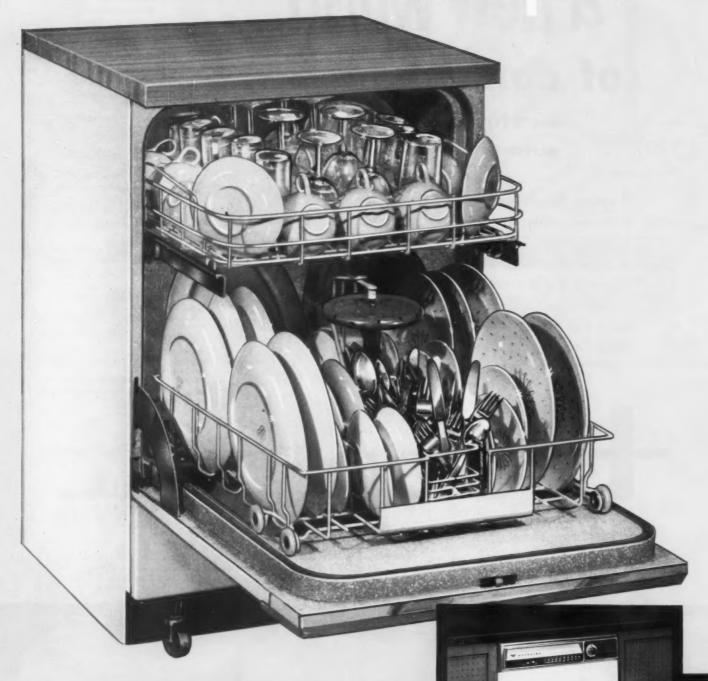
> Hotpoint Deluxe Sealed Chamber Dryer MODEL LC44

Hotpoint Automatic Pushbutton Washer MODEL LW43

> Hotpoint Automatic Air Blower Dryer MODEL LB43

# All new!

# -inside and out-the



### CONVERTIBLE MAPLE-TOP DISHWASHER ON WHEELS.

In Classic White. No installation costs, no plumbing alterations, no special wiring.

Can be converted for built-in undercounter installation when desired.

COMPLETE LINE OF 24" UNDER-COUNTER MODELS. In Colortones, Coppertone, Stainless Steel or White.

## NOW...INTERCHANGEABLE FRONT

PANELS! To minimize your inventory, Spot-Less Supreme Models have interchangeable fronts. In just 3 minutes, you can give your customer the color of her choice, or provision for natural wood. in ma

Ute

B

# <u>Dual-Cycle Spot-Less Supreme is America's</u>

# Greatest Dishwasher

This brilliant new Hotpoint is the ONLY ALL-NEW dishwasher in the industry. It's years ahead in engineering perfection-in flawless beauty-in matchless performance.

The Spot·Less Supreme will be the mostwanted, most-popular, and most-profitable dishwasher in America!



# Exclusive new

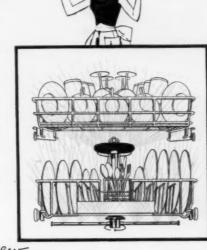
### PUSHBUTTON DUAL-CYCLE SELECTOR

Utensil Cycle does pots and pans in just 16 minutes . . . loosens stubborn soil and flushes it away. Normal Cycle washes dishes, glasses, silver, and lightly soiled pots and pans . . . spotlessly!

# Bigger and Better

### **ROLL-R-RACKS**

Roll out <u>separately</u> for easy, random front loading. Large 13-inch plates, tall tumblers, platters, pots, pans, even broiler racks go in quickly and easily. So roomy even large families can enjoy once-a-day dishwashing.



# Exclusive new

### DOUBLE-DECK WATER ACTION

Surging, driving jets of water whirl up from two rotors-one below each rack. So effective, no pre-rinsing is necessary. So quiet, all you hear is the whisper of the water. Exclusive Automatic Dual-Filter filters ALL the water every 4 seconds.

## Famous

### SPOT-LESS WASHING, RINSING, AND DRYING

Two 5-minute washes, each with fresh detergent, scrub away every trace of food. Super wetting agent in Spot-Less second rinse prevents drops from forming. Everything dries to a gleaming, spotless sparkle.

# LOOK FOR THAT DIFFERENCE! (your customers do!)

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

Electric Ranges · Refrigerators · Automatic Washers · Clothes Dryers · Combination Washer-Dryers Customline · Dishwashers · Disposalis® · Water Heaters · Food Freezers · Air Conditioners · Television

# Capitalize on Hotpoint's extra sell-up profits!

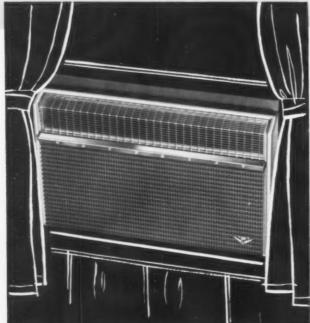
# PORTABLE MODEL DAP-1 The price leader you advertise to attract prospects. Has preliminary rinse—detergent wash—3 more rinses—electric heat drying—lifetime porcelain-finish tub and top.

CONVERTIBLE DELUXE MOBILE MODEL MAP-7 An easy sell-up from DAP-1. Maple top-two washes-front loading-roll-out racks— permanent installation when desired.

# CONVERTIBLE SPOT • LESS DELUXE MODEL MCP-31 Has everything that MAP-7 has—plus Roll-R-Racks that roll out separately—and fa-mous Hotpoint Spot • Less Washing, Rinsing, Drying.

CONVERTIBLE SPOT • LESS SUPREME MODEL DEM-1 Dual-Cycle Selector—Double Deck Water Action—Automatic Dual-Filter—bigger Roll-R-Racks. America's newest and finest Dishwasher!





# Greater

Power

5-Minute

Installation

...the Hotpoint difference

in Air Conditioners

### NEW PORTABLE MODEL

... from carton to cooling in just 5 minutes!

The new POWER + PLUS portable air conditioner is a dramatic example of that Hotpoint Difference.

This revolutionary model is about ½ the size, ½ the weight of most other 1 hp units. It installs easily without tools . . . moves easily . . . stores easily . . . doubles as a dehumidifier!

Ideal for 5-minute do-it-yourself installation, and for families who want to take their comfort with them to the summer cottage. Available in two 1 hp, 115 volt models—7½ amp or 12 amp.

### NEW POWER + PLUS HOME AIR CONDITIONERS

For multi-room cooling, it's the strikingly new Hotpoint POWER + PLUS Home Air Conditioner. Just 17½" high, 24¾6" wide and 25¾" deep, this tiny powerhouse features high velocity blowers that provide complete air stream circulation through several rooms. Three models available: 1½ hp, 12 amp, 115 volt plug-in model; a 2 hp, 230 volt model; and a super 230 volt with tremendous capacity, designed to cool stores, offices, and larger homes.

See the Hotpoint difference in the entire 1958 Air Conditioner line, including

wind-o-slim Sill-O-Ette Regency 200 Compact

"Silent-Circulator"

Hotpoint's fan type blower plus wheel type blower eliminates annoying air noises. "Master-Mind" Control Panel

Push a button to cool with or without outside air—to ventilate—or to exhaust stale air.

Permanent Electrostatic Filter

Traps dust, dirt, pollen, other impurities, rinses clean with water—never needs replacing.

All Direction Cooling

Two-way fingertip control directs the air up, down, right, left—or even in combinations.

LOOK FOR THAT

Hotpoint

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS

Electric Ranges · Refrigerators · Automatic Washers · Clothes Dryers · Combination Washer-Dryers (

Gustomline · Dishwashers · Disposalis® · Water Heaters · Food Freezers · Air Conditioners · Television

# THE LOUDSPEAKER ... Utilities Talk Back

### "UTILITIES CERTAINLY NEED A KICK IN THE PANTS"

To the Editor:

That's the best editorial you've ever written. Thank God you had enough guts to do it.

A few of us have had a plan in the works which I hope we'll get off the ground. The electric utilities certainly need a kick in the pants-or some fighting leadership.

Laurence A. Dunn Ass't. to the Vice President The United Illuminating Co. Bridgeport, Conn.

### "DEALERS ARE UTILITIES INDIRECT SALESMEN"

To the Editor:

While I am probably not as well acquainted with this situation on a national level as you people would be, I feel that any constructive criticism directed to the utilities is in good taste at this time. None of us should ever get so smug in our work that we feel that we are perfection personified, and I feel exactly as you do relative to any slow-up on the part of a utility with reference to its responsibility to the appliance dealers who are their indirect salesmen. I can understand there would probably be a considerable spread in the sales of electrical appliances and gas appliances where the utility acts as the distributor for both of these serv-

What I am trying to point out is the fact that in some instances the electrical utility is operating at total capacity while the gas supply may be plentiful. Very often during the interim period while new facilities are being arranged for, the company could promote a sale of gas in a greater degree than in electricity. On the other hand, a utility who would be on a comparable basis with Provo City Power should do everything humanly possible to promote the sale of electrical appliances.

We are a locally owned utility and it is quite probable that we do not come under this category spoken of in your editorial. However, for your information, 90%

of the money we spend for advertising is tied in directly with our local dealers' promotions.

I am sending you under separate cover some comparative sales reports for the last two years. This will give you a clearer concept of our local promotional program.

I think your editorial is well organized and well put, and I feel that it will probably bring some very good results.

Our sales in the Provo City Power have increased between 7 and 8 percent during the past year, and most of this increase is directly responsible through the sales of appliances and "Live Better-Electrically" promotion.

> George E. Larsen Sales Representative Provo Electric Power Provo City, Utah

### "UTILITIES DROPPING ACTIVE MERCHANDISING"

To the Editor:

I agree wholeheartedly with your thinking, but I have a different viewpoint on the solution. I view with alarm the increasing number of utilities who are dropping out of active merchandising which, to me, is a factor in the profitless prosperity of so many dealers.

Our company has installation allowance, dealer advertising and other dealer helps, but we do not believe that encouraging price cutting among dealers will do anything but aggravate the problem.

Oscar W. Amador Director Mdse. Sales Iowa Electric Light and Power Co. Cedar Rapids, Iowa

# "UTILITIES WERE FIRST TO PROMOTE APPLIANCES"

To the Editor:

First of all the editorial forgets to recognize that utilities generally were the first ones to promote electrical appliances. Had it not been for the utility business and the direct merchandising effort of utilities throughout the country, we would have never obtained the saturation we have today of electric ranges, water heaters, refrigerators, ironers, I E S Lamps and many other appliances.

At one time I was a salesman for a private utility in the Deschutes area in Central Oregon. While active in this field in the City of Bend, I personally sold car loads of electric refrigerators, ranges and water heaters on the load building program. At that time under our program we were not permitted to sell any customer who had been contacted by any of our retailers. In that event we could write the name on our sales report which would indicate our effort, but were obligated to encourage the customers to buy their equipment from whatever dealer had made an effort to sell them. It was our obligation to overcome the operation cost objection to the sale.

Then, as history will confirm, dealers objected to a load building program involving direct merchandising and this resulted in cooperative schemes whereby utilities paid a part of the cost of house wiring. A considerable amount of advertising was done. which was of general nature encouraging the use of appliances.

The situation today is a direct result of objection of dealers to merchandising promotional activity on the part of utilities.

What is the real reason for a drop in retail sales? Saturation of TV is a decided factor. Retail prices are inflationary for sure, or rather, the result of inflation. There is overproduction in many fields besides that of electrical appliance manufacture. Is this the fault of utilities? Certainly not. Is it the responsibility of a utility to promote sales of merchandise, or is the responsibility of utilities to give the best possible service at the most reasonable cost to its customers and a fair return to its owners? I think the latter is the only utility responsibility . .

There is opportunity of competition in this field both from natural gas and oil products to at least relieve us of the old complaint of refusing to serve because of a monopolistic attitude.

In short, there are two sides to every story and ten electrical merchandisers where there used to be one, and your proposed editorial suggests we now come to the aid of our dealers after adopting a policy by them initially requested. It seems to me the editorial does not give credit to the utilities for the wonderful job they did initially in promoting the use of electric equipment.

> G. S. Vergeer Superintendent of Lighting Port Angeles, Washington

### "EDITORIAL CERTAINLY IS AN EYE-OPENER"

To the Editor:

Have just read your editorial, "Challenge to Utilities", and it certainly is an eye opener. What is the matter with the electric utilities, especially the combination companies? Do they make so much more money on gas than they do electricity?

We, of course, do not sell gas, but we do have natural gas competition. Maybe that is what they need.

We are doing what we think

is a good promotional job for our electrical dealers, and I am sending you some material, illustrating what we do.

Wm. D. Hall Sales Promotion Mgr. Nashville Electric Service Nashville, Tenn.

### "THE EDITORIAL HAS A LOT OF MEAT IN IT"

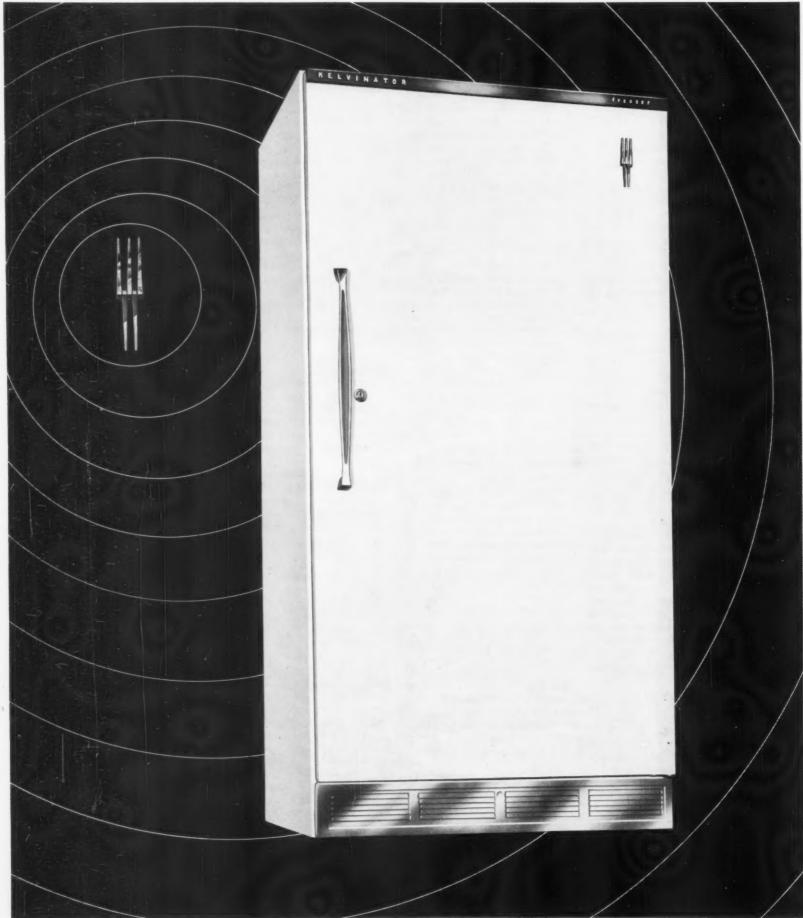
To the Editor:

Thank you very much for the pre-print of the editorial which will appear in the December issue of Electrical Merchandising.

This is very fine and one which I believe had a lot of meat in it. We are planning some company and dealer meetings and the information in this editorial will certainly give me some added information to present to our people. I only wish you were closer than New York so that you could appear before one of our district managers' meetings and point out to them the necessity of defeating bottle gas competition.

H. A. Little General Sales Manager Iowa Southern Utilities Co. Centerville, Iowa

Editor Wray's response to these letters appears on page 176



### New "Style " Mark" beauty boosts Sales-Appeal!

What customer can pass by this striking new Kelvinator upright freezer and not be impressed with its truly elegant "Style Mark" design? Beyond question, here is the freezer with today's smartest, most advanced styling. It is packed with features that make it the most convenient, easy-to-use freezer your customers can find. And it gives you the matchless selling advantages

of fine quality and famed dependability that have always distinguished Kelvinator, the oldest manufacturer of low-temperature food-storage cabinets. Your Zone Manager or Distributor is ready now to give you full details of the new Kelvinator freezer models and selling helps. They are part of a new full-line program of products plus dealer benefits that will open your eyes to now profit expositivities in your eyes havings. Cut in teach with him to new profit opportunities in your own business. Get in touch with him. There's money in it for you.

# Presenting NEW 1958 "STYLE MARK" HOME FREEZERS FROM KELVINATOR!



Model KVH-14

NEW FEATURES TO CLINCH SALES! To turn shoppers into buyers, demonstrate the wonderful new Kelvinator freezers for them. Show how Kelvinator's exclusive new Magic-Stor door secures food packages in place, makes it so easy to put them in or take them from door shelves. Four fast-freezing shelves plus refrigerated top plate give you an unmatched "safe temperature" story. And the new Rollout Storage Basket in this 14-cu. ft. "Style Mark" freezer is one more of the many features that make "on-the-floor" selling easier.

Every beautiful new model offers matchless Kelvinator quality... and each one is competitively priced to meet any customer's budget needs!



Model KVH-18

"SPACE-ENGINEERED" 18-cu. ft. Kelvinator is perfect example of how Kelvinator builds maximum storage space into a minimum of cabinet space. What a tremendous sales aid when it comes to selling a customer with limited wall space! Model above has 630 pounds storage capacity, yet cabinet is only 31 inches wide.



Model KVH-

PRICED FOR PROMOTION! Here's a red hot promotional model! It's a traffic builder—a volume builder—a really fast turnover number. This fine 9-cu. ft. freezer is aimed right at the big volume city and suburban markets, but it's ideal for the small-town small family, too. Takes only 24° of wall space. A leader for any dealer!



Models KCH-15, KCH-21, KCH-10

KELVINATOR OFFERS COMPLETE LINE with beautiful new 10, 15, and 21-cu. ft. chest-type models as well as new upright home freezers. With Kelvinator you are sure to have the exact type of freezer with the exact capacity your customer needs. Plus famous Kelvinator quality and dependable performance, of course. It's 1958's newest, finest freezer line. You owe it to yourself to find out all about Kelvinator freezers for 1958.

ONLY WHAT'S BEST FOR OUR DEALERS
IS GOOD FOR

is good for Kelvinator

Division of American Motors Corporation, Detroit 32, Mich.



Anna For Americans



# How your truth dollars help keep the Reds in the red

• The truth dollars you give to Radio Free Europe help keep truth on the air behind the Iron Curtain.

And the truth is an enormously disruptive force to the Reds. For it keeps their captive people thinking . . . wondering . . . and less than completely dominated. The truth keeps needling the Reds. Breaks through their monopoly of lies. Keeps them unsure. Off balance. And thus the truth keeps up to forty fully armed Red divisions tied up policing Russia's satellite countries. Forty divisions, mind you, that might otherwise be put to more aggressive use elsewhere . . . and who knows where?

Your truth dollars keep the 29 super-

powered transmitters of the Radio Free Europe network on the air . . . broadcasting the truth behind the Iron Curtain . . . every hour of every day.

Why your truth dollars?

Because Radio Free Europe is a private, non-profit organization supported by the voluntary contributions of American business and the American people. And *your* dollars are urgently needed to keep it on the air . . . to help operate its transmitters, pay for its equipment and supplies, and its scores of announcers and news analysts in 5 languages.

Help keep the Reds in the red. Send your truth dollars to Crusade for Freedom, care of your local postmaster.

# FREEDOM IS NOT FREE!

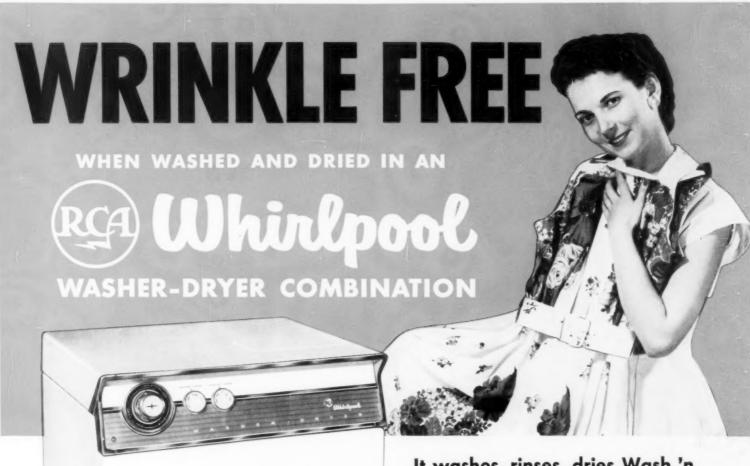
Your Dollars Are Needed To Keep Radio Free Europe On The Air

SEND YOUR TRUTH DOLLARS TO

CRUSADE for FREEDOM

CARE OF YOUR LOCAL POSTMASTER





# It washes, rinses, dries Wash 'n Wear garments "ready-to-wear"... even some regulars come out so smooth no ironing is required!

Your prospects want automatic wrinkle-free laundering . . . and you can give it to them in this amazing combination. The secret's in the special cooling-fluffing period at the end of the drying cycle . . . and in the entirely new principle of washing and rinsing. Washing and rinsing are automatically "tailored" to the type of fabric so most washing wrinkles are avoided. Tempered-heat drying at just-right temperatures prevent heat-set wrinkles. Then the special cooling-fluffing period finishes Wash 'n Wears and many regulars so smooth that ironing is

And, there's more that puts you sales ahead every time you demonstrate this years-ahead combination . . . a built-in water heater . . . built-in lint filter . . . 5-temp drying . . . gas or electric operation . . . color . . . and

many other wanted features!

Saves up to 15,600 gals. of water a year over competitive combinations . . . the equivalent of 1000 bathtubs full of water!

> Filter-Stream Washing penetrates every fiber, loosens the most stubborn soil . . . saves up to half the soap!



RCA WHIRLPOOL Home Appliances . . . Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and and RCA authorized by trademark owner Radio Corporation of America

Full 29" drum handles giant

10-lb. load . . . yet this new

combination is only 33" wide!

- ONLY 33" WIDE

# FOR YOU...5 OF THE NEWEST





New Exclusive Roto-Baste Rotisserie ends dried-out meat. Baster automatically scoops up juices and spreads them evenly over meat during roasting.



New Automatic Ka-Bob Rotisserie cooks 5 full-size skewers of shish-kabobs . . . on all sides automatically. Each skewer turns independently.

# new built-in ovens and surface units

Here are the finest in built-in ovens and surface units . . . complete with the newest automatic features women want for convenience in creative cooking! Only an RCA WHIRLPOOL has automatic basting, automatic Ka-Bob and rotisserie, low radiant-heat barbecuing, automatic Meat Probe, infinite-heat controls, flasher and thermostatically controlled surface units . . . and many more, including choice of color to enhance the most modern decor! Available in different models for electric or gas operation.

# everything for the MODERN KITCHEN



No matter what kind or type of modern kitchen you want... you can plan and equip it better, easier and faster with RCA WHIRLPOOL appliances and cabinets!

From this complete line of RCA WHIRLPOOL appliances you can choose either built-in or free-standing units and any standard wall, base and specialty cabinet you need. Each appliance . . . each cabinet is engineered for simple, fast and economical installation. And, each is avail-

Use of trademarks and and RCA authorized by trademark owner Radio Corporation of America

# **BUILT-IN KITCHEN APPLIANCES**





# all-new combination range and sink top

A 3-in-1 unit! First, a deep, roomy sink with single-lever faucet control and spray hose. Second, a built-in range, right or left-hand side, with infinite-heat and thermostatically controlled surface units. Third, a work surface of stainless steel. Concealed fluorescent lights and two electrical outlets provide added convenience. Choice of two models with undercounter cabinets and/or appliances give full flexibility.

## new built-in dishwasher

Automatically washes dishes, pans, glasses ... a complete service for 9 ... crystal clean in just 34 minutes! There's no prerinsing necessary. Available in gravity and pump drain models . . . only 24" wide.

# new food waste disposer

A "must" for the modern kitchen, this efficient RCA WHIRLPOOL disposer has a safety cover switch and a built-in reversing switch to clear jams fast. Powerful continuous-feed model also available. New, "one-man installation" design.



able from one supplier with undivided responsibility . . . a supplier ready to give you expert planning assistance and fast delivery on today's finest quality products. Just as important, you'll have appliances and cabinets with one brand name that is nationally known for quality performance, wanted for dependable service and bought with complete confidence . . . RCA WHIRLPOOL! Mail this coupon today for complete information.



Whirlpool Corporation, St. Joseph, Michigan Please send me complete information on the new RCA WHIRLPOOL kitchens and appliances. FIRM NAME. FIRM ADDRESS

RCA WHIRLPOOL Home Appliances... Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Never before such custom drying as with Automatic Fabric Control... Moisture Minder and

3 DRYING CYCLES



# 1 Automatic cycle for fluffdrying of regular fabrics

Right heat for all regular fabrics is set and controlled automatically for fast, fluffy drying. Then, Moisture Minder shuts the unit off at "dry enough".

# ONLY THE RCA WHIRLPOOL GIVES YOU ALL THESE FEATURES

- Automatic Fabric Control picks the correct setting for every fabric.
- Tempered-heat, controlled-air circulation eliminates "hot spots".
- · AIR setting in all cycles for fluffing and airing.
- · Faster than ordinary drying saves time.
- Ultra-Violet lamp gives clothes fresh air fragrance.

PLUS MANY MORE . . .

# 2 Automatic cycle for safe, gentle drying of sheers

Automatically, the RCA WHIRL-POOL provides special, correct heat for safe, gentle drying of delicates. No overdrying, no underdrying . . . it shuts itself off at "dry enough".

# 3 Wrinkle-Free drying of Wash 'n Wears

Separate, third cycle gives Wash 'n Wear fabrics the special care and temperature they require, as specified by fabric manufacturers, for automatic wrinkle-free drying.



Products of WHIRLPOOL CORPORATION

St. Joseph, Michigan

Join up! ... it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks and RCA authorized by trademark owner Radio Corporation of America

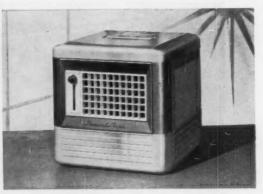
# A Sell-Out In '57!

# TravelAire

portable blower coolers bring you even MORE in '58!



MODEL 660 SPOT COOLER — This special promotion item is so low in cost, you'll sell several to a family! No compromise in quality. Has a built-in recirculating pump, water-level indicator, extra-large water reservoir. Weighs 22 pounds. Retails for \$29.95



MODEL 760 SPOT COOLER — Here's everything for the buyer who wants the finest in personalized carry-around cooling! Easily the best dollar-value in the field. Has 2 speeds, adjustable Flowtrol louvers, Duotrol selector and other extras. Retails for \$39.95

MORE models

MORE sales-clinching features

MORE
attractive
prices



MODEL 960 ROOM COOLER — A new slimline beauty for the quality-conscious shopper! Combines room-cooling capacity with complete portability. Has patented, fully adjustable Flowtrol louvers, twin blowers, Duotrol selector. Retails for \$59.95



MODEL 1260 ROOM COOLER — TravelAire's most powerful and versatile model. Cools a large room — fast. Install in a window or wheel it on Roll-Easy stand. 3-speed, air volume control, twin blowers, Flowtrol louvers. Retails for \$79.95

There's plenty of excitement in the new TravelAire line. It's a dealer's profit paradise! MORE models — now a cooler for every spot and room cooling need . . . MORE sales-clinching exclusive features! 3-speed air volume control . . . Duotrol\* selector . . . jet-blower deep-penetration cooling . . . unmatched portability . . . stand-out slimline styling . . . beautiful two-tone decorator colors. NEW irresistibly low prices! (TravelAires cool, circulate, filter and ventilate yet cost no more than a good electric fan.) . . . Plus powerful sales promotion, including brilliant full-color banners, displays and other selling help. Get full details TODAY!

\*Patent pending



## METALAIRE PRODUCTS COMPANY

P. O. Box 468, Phoenix, Arizona

Eastern Sales Office:

P. O. Box 695, Long Beach, Long Island, New York



Division of International Metal Products Company - World's largest manufacturer of evaporative cooling equipment

Get General Electric's 1958 Fan Line... For

# Fabulous Prices

A NEW, FULL LINE OF PORTABLE FANS FOR THE VOLUME MARKET!



**Deluxe Automatic** 20" Portable Fan-W-10

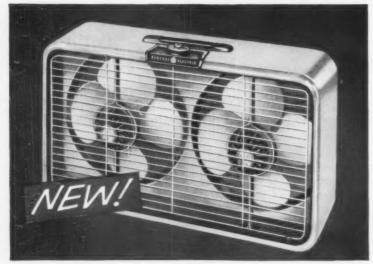
- Super powerful—5000 CFM† Electrically reversible
- New diffuser grill
- Three speeds each way
- Automatic thermostat control
- Window mounting panels included



**Electrically reversible** 20" Portable Fan — W-7

- Three speeds each way
- Powerful—4000 CFM†
- Circulates or ventilates
- Safety grills

Full-I Certifie cooling Fabu Electric margin Full I are fair sell out Plus



**Electrically reversible** Portable Twin Fan — T-4

- Three speeds each way
- Fits casement or sash windows
- Circulates or ventilates
- Safety grills



Powerful 20" Portable Fan-W-6

- Easily reversible
- Ventilates or circulates
- Powerful—4000 CFM†
- Three speeds—safety designed

Now only-

Promote General Electric Fans for fast turnover—AT BIG PROFIT

\*Manufacturer's recommended retail or Fair Trade price. †Certified by General Electric Fan Engineering Laboratories on basis of samples tested by NEMA standards. General Electric Company, Automatic Blanket & Fan Dept., Bridgeport 2, Connecticut.

# Full Powered cooling! Full Profit!

Full-Powered Cooling. General Electric's new Certified Air Circulation† assures your customers of full cooling power—the cooling they pay for, want, and need.

Fabulous Prices—lowest prices ever on General Electric Fans—for even faster sales at the same full margin!

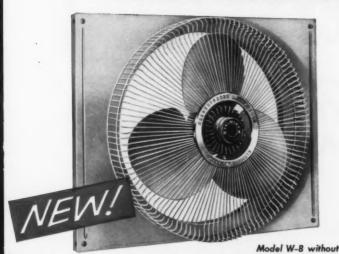
Full Profit—for the full season! General Electric Fans are fair-traded all season long. Preferred by consumers, sell out first-give you fastest turnover.

Plus—A new over-the-counter replacement warranty.



# GENERAL ELECTRIC

authorizes immediate replacement of any defective fan within one year and repair or replacement of any defective fan motor within five years.



20" Electrically reversible Window Fan-W-9

- Three speeds each way
- Fits windows from 20" to 38" wide
- New sunburst safety guard
- Cools up to 5 rooms

electric reverse, \$34.95\*

New 20" Portable **Roll-Around Fan** 



- Rolls easily anywhere
- Three speeds
- Converts to 20" portable fan
- Adjustable height and tilt

Personal Fan l



LOW PRICE

**Oscillating Fans** 



**Powerful Specialty Fans** 





- **ALL-PURPOSE FAN**
- Broad, powerful air stream
- Versatile
- Extra safe

- HASSOCK FAN
- Draft-free cooling
- Two sets of fan blades
- Three speeds—safety design

Progress Is Our Most Important Product



GENERAL (SE) ELECTRIC





10 YOU! with the all new

For more sales and profits from PERMAGLAS, sell the guarantee! It's exclusively yours, as a Permaglas Certified Dealer. It's possible because of HYDRA-STEEL, A. O. Smith's most recent research success... a brilliant new steel-treating process which permits perfect fusion with a remarkable glass of unprecedented corrosion-resistance. It's this tough, new, long-lasting lining that permits you to offer a guarantee 50% longer than ever before... protection for 15 years!

# In THE SATURDAY EVENING POST... On TV "TODAY"...On RADIO "MONITOR"

A power-packed *Permaglas* promotional program is building a backlog of buyers for you. TIE-IN TO CASH IN! Get and use the Complete *Permaglas* Merchandising and Display Kit, with everything you need...to spotlight you in your area as "MISTER PERMAGLAS"!

Permaglas

GLASS-LINED

Hydrasteel\*

WATER HEATER

for MORE SALES
and BIGGER PROFITS,
get full details from your
Permaglas Distributor, TODAY!



PERMAGLAS DIVISION, KANKAKEE, ILLINOIS . A. O. SMITH INTERNATIONAL S. A., MILWAUKEE 1, WISCONSIN, U. S. A.

"Count 'em!

In air conditioning,

Gibson gives you all four,"

says Milo Chavez, Sales Manager, Gibson air conditioning



Gibson's new air conditioning Sales Manager has four good reasons for wearing that self-satisfied grin. Come summer, when everybody else is talking about the weather, Gibson dealers will have four profitable ways of doing something about it. Count 'em and grin:

# 1. AUTOMATIC AIR-SWEEP

The only really new and different air conditioner feature to come down the pike in years gives Gibson dealers something new and different to sell. Every 5 seconds, the power-driven Air-Sweep louvers sweep refreshing coolness into every corner of the room.

# 2. LOW PRICE—HIGH OUTPUT

In one compact package, called Trimline Deluxe Model 1-3802. This year, Gibson dealers will be able to sell this highly salable 1 H. P. unit for less than the ¾ H. P. unit cost last year. No need to talk price last when you sell Gibson.

# 3. HEAT PUMP MODELS

Gibson has <u>already</u> opened up a long lead in this promising new field.  $1\frac{1}{2}$  H. P. automatic heat pump with automatic Air-Sweep. Four models: 1 H. P.—115 volt; 1 H. P.—230 volt;  $1\frac{1}{2}$  H. P.—230 volt; and 2 H. P.—230 volt with pushbutton reverse cycle systems. All designed and priced to <u>sell</u>.

# 4. CENTRAL TRIMLINE AIR CONDITIONING

With Gibson, your market isn't limited to the sale of room air conditioners. Central Trimline air conditioning units with capacities up to 5 H. P. broaden your selling scope, open up new profit possibilities. Four different models available.

When you can have all four, why settle for less?

Get all this <u>plus</u> Gibson's 30-30 Dealer Inventory Protection Plan. Ask your independent Gibson distributor for details.

get going...get GIBSON



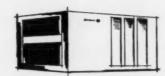
Trimline Supreme



Trimline Deluxe Model 1-3802



Trimline Custom Heat Pump Model



Central Trimline Air Conditioning

© Gibson Refrigerator Company—Greenville, Michigan, Division of HUPP Corporation



# PROMOTIONAL POWER MOWERS







# SUPER DELUXE **MODEL B275AA**

### **GENERAL SPECIFICATIONS**

Engine: 4 Cycle 23/4 H.P. Briggs & Stratton, extra large crown, lo-tone muffler, remote rewind starter, remote Briggs & Stratton Choke-A-Matic control, slip clutch.

Wheels: 8"; all steel rims.

Tires: Semi-pneumatic.
Blade: 21" pitched steel.
Cutting Height: 1½" to 3½"; five settings; wheels stay on during height adjustment.

Color: Red and Green baked-on enamel over phosphate primer.

Housing: 22"; 14 gauge steel with built-in baffles, dual ports with covers.

Handle: Atlas-Aire Stor Mower, rear mounted, folds upright for easy stor-

age in any corner. Trimming Edge: ½"

ABSOLUTE ROCK BOTTOM PRICING ... STILL

# ULL MARGI

Now you can cover the biggest part of the mower market with just 4 basic models . . . all quality designed and engineered for extra fast sales, manufactured exclusively at the Atlas Tool Factory. Top quality and prompt deliveries guaranteed.







Model B225AA 21" with 21/4 H.P. **Briggs-Stratton Engine** 



Model B175CA 19" with 1 3/4 H.P. **Briggs-Stratton Engine** 



Model 2CA 19" with 2 H.P. **Clinton Engine** 

- ABSOLUTE COMPETITIVE PRICING
- ABSOLUTE FULL MARGINS
- ABSOLUTE TOP QUALITY
- SAMPLES AT NO COST TO JOBBERS, WHOLESALERS, **DISTRIBUTORS**

Send for Sales Package Today! Indicate products, your name, position, and Company

ltlasHire

THE ATLAS TOOL & MANUFACTURING CO.

Manufacturers of Power Mowers . . . Barbecue Braziers . . . Window Fans

# IT PAYS TO GET INTO THE KITCHEN BUSINESS WITH YOUNGSTOWN KITCHENS

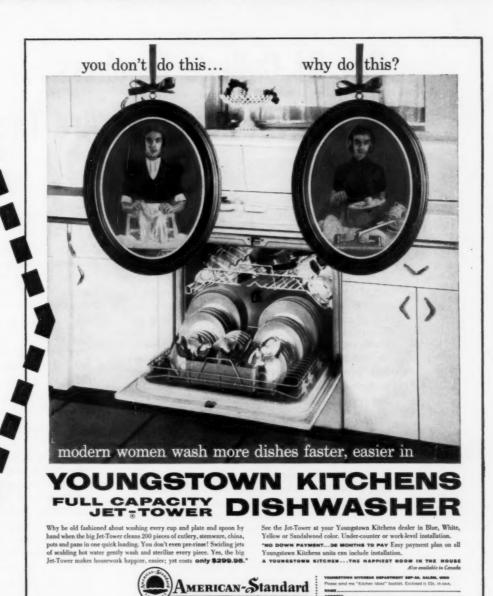
# Here's why:

- ★ New Dishwasher campaign makes more sales for you!
- ★ Nationally advertised in "Better Homes and Gardens," April and "Saturday Evening Post," March 22!
- ★ Free tie-in display material!

PLUS...

Big dealer display contest!

Contact your Youngstown Kitchens Representative Now! Get your FREE Promotion kit complete with display pieces, hang-tags, ad blow-ups, ad mats, point-of-sale and direct mail program. Speedy delivery from over 80 distribution points.



# ENTER BIG NEW DEALER DISPLAY CONTEST!

Special big cash prizes and awards for your contest entry. Every dealer has a chance to win in this special contest. Get the full details today from your Youngstown Kitchens Representative or mail in coupon below.

A CAN -SS 19 PA	AMERICAN-Standard
10000	YOUNGSTOWN KITCHENS DIVISION

Dealer Dept. EM-28 American Standard,	Youngstown Kitchens Div., Salem, Ohio
	formation and details on your new Jet- ealer Display Contest.
Name	
Store Name	
Address	
City	State

# Pay Of College Teachers . . . Where The Russians Are The Capitalists

This editorial deals with a simple question about college faculty salaries: Which country pays its teachers better, Russia or the United States? It's a good question, with a sadly embarrassing answer.

That American college and university teachers are underpaid is not a novel observation. But what has happened to the economic status of their profession can be put in more candid terms. As far as financial incentives are concerned, we have virtually socialized the academic profession. Teaching has become such a poorly paid career, with so little prospect of material reward for outstanding performance, that it simply does not attract enough highly qualified young men and women.

Ironically, the Soviet Union has deliberately and successfully used capitalist incentives to improve its educational system. Although the Russians show an utter disregard of civil liberties, they pay their teachers well and confer on them all the prestige and privileges the Soviet society can offer. Russian professors, together with party officials and scientists, have become the privileged upper class of a supposedly classless society.

## Incentives To Be A Teacher

To be a college teacher requires high intellectual competence and long, sometimes costly, formal training. Aside from the appeal of academic life, what incentive does college teaching offer bright young men and women?

In the U. S., the average faculty salary is little more than the average income of industrial workers. According to the National Education Association, the average faculty salary is about \$5,240. College instructors receive \$4,100, associate professors \$5,730 and full professors \$7,100.

The average income of U. S. factory workers in 1956 was \$4,580.

Actually, workers in many industries — steel, automobile and petroleum, for example—earn more on the average than college teachers. And skilled workers often earn more than full professors at some of our colleges and universities.

In Russia, on the other hand, the young Soviet graduate can see that it pays — and pays very well — to choose teaching as a career. The head of a department in a Russian university can command a salary of about 6,000 rubles a month.\* This is about eight times the income of the average Russian worker, who earns 750 rubles a month.

The Russian professor comes off very well in terms of what his income will buy. It has been estimated that, based on Soviet consumption patterns, 6,000 rubles a month is worth about \$7,200 a year — or higher than the average professor's salary in the U. S. Of course, it is difficult to compare living standards in two countries as different as the U. S. and Russia. But particularly in the field of science — where the salaries can run to 15,000 or more rubles a month — it is clear that the Soviet professor enjoys a higher real income than that offered his American counterpart by a much more prosperous economy.

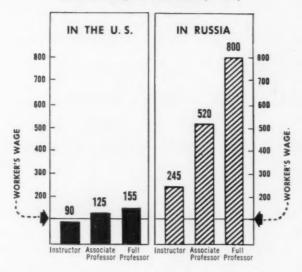
### Incentives To Be A GOOD Teacher

Russia also offers much higher premiums than the U. S. to those who attain distinction in teaching. Teachers at the university level earn significantly more than teachers in high schools, and university instructors can look forward to a sharply progressive rise in earning power as they

<sup>\*</sup> Soviet Education for Science and Technology by Alexander Korol of the M.I.T. Center for International Studies.

# How Faculty Salaries Compare With Industrial Wages

(Worker's Wage In Each Country = 100)



\*Sources: Center for International Studies, M.I.T.; National Education
Association: McGraw-Hill Department of Economics

advance to higher positions. The spread between the income of a full professor and the lowest academic position is greater than fifteen to one. In addition, full professors can earn a healthy bonus if they are elected to membership in the Russian Academy of Sciences.

In the U. S., by contrast, full professors on the average earn less than twice as much as beginning instructors. And many college professors earn less than public school teachers in large cities. Even a full professor's pay does not compare with earnings in other professions or in positions in industry requiring similar training. The point was well summarized in a recent speech by Marion B. Folsom, Secretary of Health, Education and Welfare: "It is nothing short of a national disgrace that we are discouraging people who want to teach by offering salaries that are far below the levels justified by their training and far below the levels which others are willing to pay."

Our colleges and universities, as well as our teachers, find themselves in a serious predicament. Faced with a shortage of both funds and teachers, they cannot reward distinguished performances. Limited resources for salary increases have gone predominantly to the lower ranks, so that an adequate number of teachers could be retained. Meanwhile, potentially fine teachers are being siphoned off into better paid occupations.

The shabby treatment of our teachers threatens to undermine, not only our educational

standards, but our free enterprise system itself.

There is the recent example of a liberal arts college which discovered that five of its graduating seniors were being offered starting salaries higher than those paid any of their professors. It would be surprising if experiences like this did not place a strain on the enthusiasm with which these professors deal with some key aspects of American capitalism.

Also important is the role education is playing in the cold war with the Soviet Union. The Russians have made great strides in raising the quality of their education — particularly in science and engineering. Both the number and the technical calibre of their graduates are impressive, as recent Soviet achievements testify. These successes owe much to the generous economic treatment the Russians have given their teaching profession.

## A Standard For Faculty Pay

Earlier editorials in this series have outlined various ways American business can help relieve the financial plight of our colleges and universities. They have suggested that private contributions to higher education should average at least \$400 million a year over the next ten years if faculty salaries are to be raised to adequate levels and our colleges are to be able to meet increasing operating costs.

Another standard for raising faculty salaries proposed by an American businessman is this: "When a teacher's income gets up to a point where you will suggest to your boy that he ought to give some thought to teaching as a profession, then we may be approaching the right figure."

Russia clearly has set her teaching salaries well above the "right" figure. We are nowhere near it. What this adds up to is that the Communists — not we — have become the shrewd capitalists in the vital field of education.

This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nation-wide developments. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or parts of the text.

Donald CMcGraw
PRESIDENT

McGRAW-HILL PUBLISHING COMPANY, INC.

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A service offered through subsidiaries of the Commercial Credit Company, Baltimore... Capital and Surplus over \$200,000,000... offices in principal cities of the United States and Canada.

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says **LELAND R. FERRELL, F**err**e**ll-Wight Co., Inc., Albany, Georgia

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# Will the Variety Chains Go Big In Appliances?

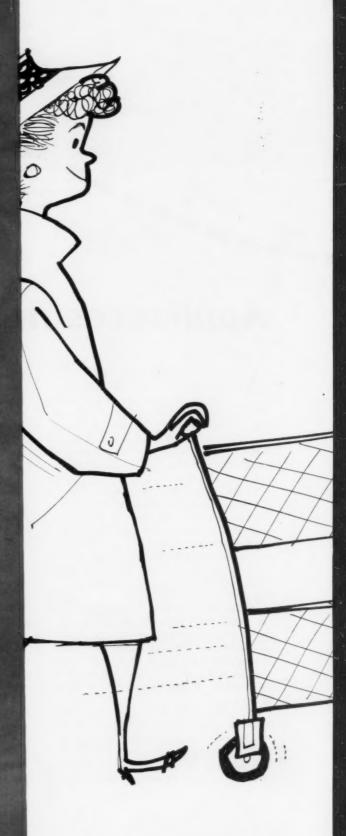
by Newberry and Grand Union mean that the big food and variety stores see an opportunity for volume in big-ticket durables? And, if they succeed, what effect will they have on traditional channels of distribution?

By JOHN A. RICHARDS

# Merchandising

VOL. 9

FEBRUARY, 1958









led goods. Like this Grant's outlet in Hempstead, L. I., most sell one prestige

# **Appliances in the Shopping Cart: More**

re the food and variety chains about to stampede into appliance selling? Despite rampant rumor and spec-

ulation, and the recent aggressive moves into the appliance-TV industry by both Grand Union, a food chain, and J. J. Newberry, a variety chain, a definitive answer has not yet emerged. These basic facts are apparent, however:

• Food and non-food chain sales of electric housewares are small; of major appliances and TV, infinitesimal. Last year total electric housewares sales ran to \$1 --191,202,500. Not more than an estimated one and one-half percent were made through all food outlets, let alone food chains. Another one percent probably were made through variety chains.

· Food and non-food chains have not yet swallowed hook-line-and-sinker the theory that appliances-from housewares to majors and TV-are right for them. Except for the plunges by Grand Union and Newberry, there is little evidence that such selling is now sweeping both types of chains.

• There is no evidence that traditional channels of distribution in electric housewares, or in majors, for that matter, are breaking down. Chains must provide volume and lick national warehousing problems before they can attain associate distributorship status and the resulting economies of direct buying. Manufacturers, meanwhile, appear to be unwilling to risk the destruction of retail structures when the volume power of the chains is still not established. So both sides continue to waltz around each other.

• The chains collide with certain hardto-surmount merchandising facts. Among them: (1) qualified sales personnel; (2) servicing problems; (3) sufficient display space and selection while concentrating on velocity movement; and (4) gross margins to support the operations.

If these factors remained constant it might be reasonable to conclude chains would never be a big factor in appliance-TV selling. But the retailing times are dynamic and eruptive, changing the merchandising landscape very rapidly. All around them retailers find these signs of an industry in flux:

· Widespread discounting and unorthodox, streamlined, low-cost operations, where high turnover is the rule;

· Merchandising diversification;

· Growth in importance of high-tonnage, velocity sellers;

• The rise of the one-stop shopping center, as typified by expansive regional shopping centers, highway and comparable suburban locations, and even newly

modernized downtown sections.

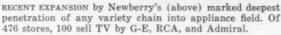
Factors such as these are forcing merchandising changes of which all appliance-TV retailers must keep abreast. The same factors are pushing the mass-marketing specialists, such as the food and non-food chains, up to the brink of the appliance-TV arena.

### Non-Food Chain Picture

Despite J. J. Newberry Co.'s expansion during 1957 into television and deeper into electric housewares and related products, this kind of merchandising is far from new to variety chains. As far back as seven or eight years ago, W. T. Grant was selling television in a big Syracuse outlet and has been in credit since 1947. However, Grant today has no more than 10 stores selling TV, about five selling majors. Like others of the variety chain big ten which have been in electric housewares in varying degrees for the past ten years, Grant now carries branded small appliances as well as promotional lines. The firm ranks as the 18th biggest merchant in the country, did \$380,915,000 in sales with its 675 stores last year. But probably less than one percent of this total can be counted as sales in traffic appliances, TV and white goods.

On the other hand, the new look at





AMONG FOOD CHAINS experimenting with appliances, the pace-setter is Grand Union. This department in the East Brunswick, N. J., store features Westinghouse, Admiral and G-E majors and TV. Eleven such departments are planned by Grand Union.



# Rarity than Reality

Newberry's is unusual both because of its depth and its timing. The firm (476 stores, \$203-million volume in '56) has been in electric housewares with some dozen items in about 15 stores since 1953. With the reopening of its Asbury Park store in 1955 it added lines by Sunbeam and Toastmaster, plus several off-brands. In mid-1956 it expanded electrics, fans, radios, and tape recorders to 60 stores. And 1957 ushered in a period of expansion, geared to diversification and one-stop shopping, which inevitably brought even greater momentum in appliance-TV selling.

Fans were increased to four lines to include 20-inch units ranging up to \$59.95. More and higher-priced radios were added. Portable appliances included four top brands, G-E, Westinghouse, Sunbeam and Toastmaster. In at least 15 stores limited sales of G-E, Fedders, and Admiral air conditioners were tried. And 100 stores sold portable, table and console television by G-E, RCA, Admiral, and, in some, Hotpoint. Further, another 150 stores carried portable electrics on a limited display basis, usually leaning to one brand line and one off-brand. The trend is to carry big, expanded departments in new stores which have the space.

This was true of the big ones in the New York area opened during 1957— (Continued on page 68)



# Records Are Kid Stuff...

but to Agel's, Inc., of Ridgewood, N. J. that description simply means that both youngsters and young-in-heart adults ring up a monthly \$4,000 in sales





HENEVER the music-minded community of Ridgewood, N. J., decides a record is needed for the family hi-fi its thoughts turn quite as a matter of course to the firm of Agel's, Inc.

In an area surrounded, as it is, by outpost units of some of metropolitan New York's biggest discount operations such loyalty to a home town enterprise which sells records strictly at list is the more surprising to the uninitiated. But for owners Les Pawlyk and Robert Leist the success of a record business which alone accounts for 60 percent of the annual gross (the partners also handle and service radio, television and hi-fi units) is simply a matter of well executed and consistent advertising plus the good-will generated by the little extras they provide.

### Little Things Count

Les Pawlyk believes, and monthly record sales averaging \$4,000 seem to bear him out, that, "people are not as aware of paying list for a record if there is that added something."

For Pawlyk one added something includes the fact that records are played for the prospective purchaser should he so request. Like net price, this once important facet of record merchandising has, for the most part, vanished from the retail scene, another victim of the cut-rate discount operation. "But," says Pawlyk, "the American public are not the music experts they think they are, with the net result that unless they hear a record in advance they are often disappointed when they hear it at home. And this, even though the purchase was made at a discount doesn't lead to repeat sales.

"Our method of letting the prospect hear the record first does away with any chance of dissatisfaction, with the result that the buyer comes back to us when his next purchase is considered. Most of the big discounters in the area sell records, but their departments make absolutely no effort to provide a service of this sort. In effect the record buyer at one of these outlets is buying a 'pig in a poke'."

### What Price Youth?

Teen-age sales are important to the would be record dealer, Pawlyk advises. He emphasizes the fact, too, that while this type of traffic can sometimes get out of hand a little judicious thought will put things right again.

"The kids used to make our store something of a hangout," relates Pawlyk. "They would listen to pops and rock-and-roll for hours in our two booths, getting on our nerves and those of more serious buyers. Finally we hit upon the happy medium of charging five cents per play to the teen-age traffic, refundable if a purchase was made, donated to a local charity if it was not. Not surprisingly, this method effectively weeded out the 'just for kicks' crowd."

Aside from pops and '45's, all of the long play records which Agel's displays are encased in pliofilm covers after they are received from the distributor. The initial investment in these covers has been more than offset by the good-will they generate. The firm finds that hi-fi owners want to be sure that they are the first to handle the records, and that the cover is fresh and clean. For Agel's the pliofilm cover is just another of "the little things."

### What Sells Best?

Sixty percent of Agel's business in records is in popular music, a figure which, based on overall monthly record sales of \$4,000, means that he sells an approximate 2,700 records of this type at an average 89 cents. The balance of his monthly record turnover is devoted to lp's, Broadway show recordings and classical items, in which field the unit total each month runs to 400, the average price \$4.00.

Surprisingly the partners have found that the younger crowd is not all sold on Elvis Presley and "his ilk", and it has helped somewhat in their selection of records. More



**DISPLAY** and storage of records is no problem to the retailer. Agel's display racks, inexpensively constructed, point up their simplicity in this respect. Colorful covers provide only sales talk necessary.



RATIO of records sold is generally static at five-45 rpm's to one 33 1/3 long play. Younger traffic finds 89 cent price tag of former attractive while lp's are generally sold to adults.

and more often store sales to younger traffic are the recordings of name bands of the pre-World War II period, Glenn Miller and Tommey Dorsey to name two. "Thats not to say we dont sell plenty of 'rock-and-roll'", states Pawlyk. "We do, but the restrained recordings of earlier eras are in much more demand."

### How To Pick a Hit

Both Pawlyk and partner Leist admit that there is no set formula for ordering records. Six major record manufacturers, RCA-Victor, Columbia, Mercury, Capitol, MGM and Decca, and a score of smaller independent companies produce perhaps 150 new recordings weekly, a total of 300 sides. Pawlyk and Leist have found that keeping in time with the most requested numbers on local radio programs "Your Hits of the Week", "Make Believe Ballroom" and others offers excellent key to the public's purchasing pulse and they rely on them heavily when buying.

Part of their dilemma in ordering records is presolved by the fact that a certain percentage of the pop-records are returnable if not sold, an important point in the event that over-optimism on their part results in a large order not subsequently sold.

Pawlyk emphasizes the fact, that in his

opinion, a good deal of housecleaning should be done in the operations of certain of the record companies and their distributors. Some, according to him, are given to the practice of padding orders with what are known as quantity "load-ups". Others tend to be less than ethical in their handling of returns.

Pawlyk's advertising is frequent in local and surrounding area publications and usually is keyed to point up the fact that their stock of radio and hi-fi units is a well rounded one. The firm handles RCA, Columbia, Decca, VM, Webcor, and has lately taken on the imported Telefunken. All of their advertising, notwithstanding a primary reference to a particular radio or brand, carries a tag line Ridgewood's Record Center and copy relating to their complete stock of records. Pawlyk feels that this is an important factor in identifying the store.

Both Pawlyk and Bob Leist are agreed that the record merchandiser will find the gift certificate useful. The partners are constantly approached by townspeople who wish to purchase a gift record and who are uncertain as to what selection would be the most appropriate. Gift certificates have solved this problem.

Pawlyk sums up his interest in records with (Continued on page 80)



**CHARGE** for playing of record by teenagers was necessary in order to weed out non-buying element. Money is refunded if record is purchased, donated to a local charity if it is not.



**STORE** prides itself on attention to even such apparently minor details as cleaning of record before it is delivered to customer to take home. Such detail does not go unnoticed, Agel's has found.

# merchandising

### **DIRECT MAIL: The Professional Touch**

Direct mail has had a timeless appeal for retailers, but its practical value is forever judged on the measure of its success. Sam Gordon, owner of Sam Gordon's Appliance Supermarket, in Madison, N. J. has uncovered what for him is a new wrinkle in better home merchandising. He simply turned the job over to home town professionals.

Gordon recently engaged the services of a local professional mailing service, Accurate Mailing, and instructed them to whip up a list for distribution in a 10mile radius.

"The idea," says Gordon, "was to reach beyond my own prospect list, which you get to wear pretty thin."

On his own, Gordon then roughed up a 32-page layout, balanced between institutional copy, a food plan for his food supermarket, gifts and sidelines, major appliances, TV, and hi-fi equipment. He dubbed it a "Catalog of values—the largest selection of gift items in Morris County."

To give it a further unique touch, Gordon wrote up copy with a homey flavor, extolling his expanded establishment, the personal attention and service he offers. As a final fillip he extended warm Christmas and New Year's greetings and invited one and all to avail themselves of his parade of values.

Gordon then turned the whole package over to the professional mailers.

RESULTS. "The catalog went to 32,-000 homes," says Gordon. "It's hard to believe, but in two weeks I was running \$30,000 ahead of my last year's business for the same period. Some of that was natural holiday business. But a chunk of it came from the promotion. Which proves customers are still susceptible to good old-fashioned creative selling. Not only did gifts and sidelines take off, but I found myself selling hi-fi at list. I was actually grossing \$215 on \$499.95 packages, and \$110 on \$299.95 units. Besides, my food business got a shot in the arm."

THE COST of this fresh better home merchandising slant: "Postage ran to \$480," says Gordon. "Another \$3200 went for the rest of the job."

At least six manufacturers joined in the promotion. So after proper allowances for co-op monies, Gordon came off quite reasonably for an extra effort which paid off so handsomely.

# PROMOTION: Car Dealers Sell "Advance Credit"

In a drive to better their merchandising through building blue-chip traffic, five Birmingham automobile dealers teamed up to stage an "Advance Credit Plan" promotion which brought both immediate sales and good leads.

Built around a reproduction of a credit application form, 11 ads of 1,000-lines each were run during the 15 day activity to attract out-of-towners, suburbanites, night-shifters, salesmen, newcomers and delayed buyers. Their stated objective was to make credit application faster, more convenient and less embarrassing. A sec-

ondary aim was to compete with the wild and woolly, nothing-down-and-nothing-to worry-about cowboys riding the auto industry's rugged retail range.

RESPONSE. A fair percentage of prospects clipped, filled in and mailed the applications to dealers. There, sales managers weeded out obviously poor credit risks, made appointments for good ones, placed delayed buyers in salesmen's follow-up files and on the mailing list to keep them warm.

Credit was checked through the local

bureau, and sample deals were drawn up for good risks. When they came in, the salesmen knew just where to start and how to proceed.

COST of the ads was \$4,690, or \$938 per dealer. Beside moving cars, the promotion saved time by giving sales managers a basis for pre-shopping credit checks, letting them pick the deals that looked best. It also allowed dealers who handle some of their own paper to skim the cream, and pass the rest along to their commercial credit sources.

## TRAFFIC: Cut-Rate Pony Rides for Buyers' Kids

Bonham's, a Corpus Christi, Texas grocery chain, has created additional store traffic—and sales—by offering pony rides for the kiddies—10 cents a ride with each \$1 worth of groceries purchased, or 25 cents without any purchase.

Several parking slots in front of the suburban store's location are utilized by the local stable that furnishes the rides and, incidentally, all manpower. Originally intended for use one weekend only, the attraction has been made a permanent one and Donald Bonham, store owner, has yet to pay out any money to meet the \$200 guarantee to the pony owner. Rides are offered Thursday and Friday afternoons and all day Saturday.

COST. Bonham devotes 10 inches of his big Thursday morning newspaper ad to promote the pony rides. Figured at his cost of \$2.60 an inch, the attraction costs him \$26 a week.

While it's hard to estimate how many people would shop elsewhere without the pony ride attraction, Bonham says the store is now "holding its own" after a decline in business. Those who do pay 25 cents for a ride, he adds, become prospects by being exposed to the store. End

# SPECIAL REPORT

Want to learn how to set your own quota for air conditioning sales in 1958?

See SECTION 1: How To Plan Your Year in Air Conditioning

Want to know how to break down your order by models and sizes?

See SECTION 2: How To Order Air Conditioners

Want to know what effect portables are likely to have on early season selling?

See SECTION 3: Getting an Early Start

Want to know why price alone is no guarantee to sales?

See SECTION 4: How To Plan Your Selling Pattern

Want to know if you can get into the heat pump business?

See SECTION 5: How To Expand Your Role in Air Conditioning

# HERE'S A PLAN WHICH SHOULD HELP YOU

# MAKE MORE MONEY IN AIR CONDITIONING

By TED WEBER, JR.

## SECTION 1:

# How to Plan Your Year in Air Conditioning

BVIOUSLY, the first step in planning your air conditioning year is to set some sort of goal for yourself.

Easiest way to do that is to set a unit goal. You may want to refine it beyond that point. You may, for example, want to set quotas for particular brands or for particularly profitable models in a given line. But the starting point in all these

processes is to decide first how much business overall you can reasonably expect to do.

"Reasonably" is the key word in that sentence, incidentally. A push-over quota will do neither you nor your staff much good. Too stiff a goal can discourage everybody.

You yourself know how much business you did in 1955 and 1956. If you followed industry pattern, unit sales should be about the same for both years. But it's just possible that your previous performances haven't been as good as they should be. It would be foolish to set this year's quota on the basis of this background.

There are other ways you can approach the problem. You will need—and can get a figure tailored specifically for your situation. Here's the way to obtain it:

—For years Electrical Merchandis-Ing has been publishing in its January issue the result of a survey made among hundreds of power companies. Among the figures obtained in this survey is one showing "sales per 1000 customers" for a number of appliances; this is shown for both the individual utility and for the region in which the utility is located. Now by taking a widely accepted product like refrigerators and using this sales per 1000 figure you can come up with a yard-

MORE

# SPECIAL REPORT continued

stick for measuring your performance in other product lines. Here's how:

-In the Middle Atlantic areas last year, utilities reported that 68 refrigerators were sold per 1000 customers whereas only 35 room air conditioners per 1000 were sold. That's about a two to one ratio. Now if you're in business in this area and you have been selling 80 refrigerators a year you should be selling 40 room air conditioners just to keep pace with the average. The chart below gives you the proper index figure for your area.

### TO SET A QUOTA FOR AIR CONDITIONERS

If you do business in: Divide your 1957 refrigerator unit sales by:

New England	4.42
Middle Atlantic	1.95
East North Central	4.69
West North Central	1.73
South Atlantic	1.84
East South Central	1.40
West South Central	.94
Mountain	8.00
Pacific	9.78

The resulting figure is based on 1957. Increase it by at least 10 percent to cover gains expected in 1958

Everything that's been said thus far, however, provides you with nothing but a base figure. All these projections have been based on 1957 sales. You'll have to adjust these figures to allow for the increased sales the industry expects in 1958. Since manufacturers expect a 10 percent gain in 1958, you should increase your base figure at least that much. Actually, past experience has shown that gains in the air conditioner business are seldom that small. You may want to raise your figure 20 percent on the assumption that if business rises at all it will really boom. Or you may want to use two sets of forecasts-one for a cold summer, the other for a hot weather season.

The next step is to figure just where you'll sell this merchandise. The room air conditioner differs from most other appliances in that a relatively large percentage of business goes to commercial and business installations. Nationally, about 25 percent of sales are accounted for by this market. Of course, some of this business isn't available to dealers since a good many of these sales are made through purchasing offices and on contract terms which the individual dealer can't expect to meet. So, if you intend to go after non-residential business, set your quota at something under 25 percent. (But don't be afraid to modify this figure. If, for example, you have good contacts among business men and you think that you could sell more to this market, then ignore the national average.)

Next step is to decide when you can expect to sell these air conditioners. To get this data do some snooping around locally. Some utilities issue monthly reports on appliance sales. If your utility doesn't compile this information it's just possible that the electric league or one of your distributors will have the infor-

If you can't get local information, use the national averages below. You'll note that the chart shows four month totals as well as month by month figures. That's because while monthly figures do vary somewhat, the pattern for January through April, May through August, and September through December is relatively stable.

Monthly Totals	1953	1954	1955	1956
Jan	1.31	3.32	2.37	3.53
Feb	2.98	5.94	3.47	5.11
Mar	6.78	7.15	6.18	7.27
April	10.61	9.46	8.48	8.87
May	20.94	10.61	12.77	17.59
June	26.77	22.36	14.99	27.16
July	16.55	23.86	28.24	14.46
Aug	6.88	9.69	14.47	8.35
Sept	2.48	3.39	2.87	2.49
Oct	1.84	1.52	1.36	1.42
Nov	1.17	1.03	2.11	1.43
Dec	1.69	1.67	2.69	2.32
<b>Seasonal Totals</b>				
JanApril	21.68	25.87	20.50	24.78
May-Aug	71.14	66.52	70.47	67.56

Sept.-Dec. .... 7.18 7.61 9.03 7.66



# **SECTION 2:**

# How to **Order Air Conditioners**

THE room air conditioner is, after all, basically another major appliance and so the first rule to follow in buying room units is to be sure that you buy as well as you do on your other appliance lines.

That's pretty much a personal problem and no amount of advice can overcome the fact that you yourself have to bargain

for the best price, qualify for the best deal, and shop for the best terms.

Obviously, the decision as to which brands you'll carry will affect your buying decision. Undoubtedly you'll want to stick with your regular appliance lines. If you decide to add other room air conditioners, do so only after you've checked everything that's available.

And while you're looking around you may want to shop for a price leader line. This won't fit everybody's merchandising pattern but you would do well to realize that if you're in a market where department stores, chains or discount houses thrive, you're going to be up against some rugged price advertising.

Once you've decided what to buy you're likely to find that you can qualify for a pretty generous consignment or buy-back plan. Take advantage of these plans.

Only thing to remember, don't let the plans take advantage of you. That can happen. It's a psychological risk. Once you know you can return unsold merchandise you're tempted to let the merchandise sell itself because you have nothing to lose. The catch, of course, is that you do have something to lose—the profit you would be making on each sale.

It used to be that unit size was the only factor to be considered in making up the product "mix" on an air conditioner order. That's all different now. A single manufacturer may offer two or three lines and even within these lines there may be product variation.

Even so, unit size is still a useful guide, both in making up your orders and in reviewing your sales pattern.

Even though the trend has been to bigger units, the portable may reverse this pattern. Some portables don't seem ready to turn out much more cooling than did the old 1/3 hp. models. What they'll be rated at in terms of hp. remains to be seen but whether rated as 1/3, 1/2 or 34 hp., their emergence on the market is likely to pull down the percentage of bigger units.

Here's the way one group of marketing experts break down the 1958 demand.

Size	2														]	Percen	t of	Tota	l
1/2	hp.											*				1.1	per	cent	
3/4	hp.										×		*			22.3	per	cent	
1	hp.					*	*					×		×		54.0	per	cent	
11/2	hp.					*	*	*								12.9	per	cent	
2	hp.	(8	11	n	d	0	V	•	r	)						9.7	per	cent	

With this as a basic guide you can go on to tailor your order to your particular needs. If you're in a market where the reverse cycle units sold well last summer, at least double your quota for 1958. ARI says that two percent of all room units had reverse cycle provisions in 1957 and estimates that four percent will be so equipped in 1958. Since a gain in total sales is anticipated, you'll have to more than double your last year's figure in increasing quotas of reverse cycle units.

Remember, too, that 1958 may well be the year in which the heat pump models become a factor in still more markets. Several of the biggest firms in the industry are putting a great deal of money into developing and marketing units which should work well in almost any area where cooling is necessary. The first effects of their work will be apparent in the fall.

You'll have to decide for yourself just how heavily you want to go on low amperage units. Some people feel the industry may be doing itself a disservice by emphasizing these units when the basic wiring of the average home is so limited.

There's undoubtedly some merit to this argument but the fact remains that the low amperage units have helped the industry avoid a bottle-neck which at one time seemed to doom the industry's growth.

You'll probably hear much the same sort of argument about the portable air conditioner. The low price levels have made it a unit which some manufacturers just can't produce. So not every line will have a portable. Second, the low BTU rating of some units may make their application rather limited. Finally, the customer is likely to find that the units are considerably less portable than they had imagined from a weight and a convenience standpoint.

Still, the fact remains that the portable will provide a shot in the arm for the room unit business this year. It's likely to have two effects. Its low price will turn some price-conscious shoppers into purchasers. In addition, it's likely to focus the attention of many average consumers on air conditioning. They'll be asking questions. Some of the answers you provide may steer the prospect away from portables but a good salesman should jump at this chance to sell up.



# SECTION 3: Getting an Early Start

Y OU'VE undoubtedly heard this particular piece of advice before. But it has special significance in 1958.

That's because the industry is counting on the tremendous carry-over from last year's production to stimulate early season buying.

Price is a factor here, of course. Because of last year's carry-over, price-

leaders will be readily available for early selling activities.

So your first step is to look around at what's available—for a price. In the process, be sure and compare notes with other dealers so you have a good idea of what constitutes a good buy this spring.

You might bear this in mind: prices on portables are likely to run pretty low this spring. One big department store is said to be ready to break ads on private brand portables at \$119. There'll undoubtedly be some prices even lower than that. So there may be a new floor on prices—a floor which is so low that it's likely to make some price cuts on regular merchandise look a little puny at first glance.

But price merchandise—even that bought at the most favorable terms you can find—is only half the story of an early start. The other half involves something more constructive than merely slashing price tags.

For one thing, be sure you have a stepup ready to show people who nibble on the cut price merchandise.

This should not be particularly difficult. One of the most amazing things about an industry as young as room air conditioning is that manufacturers have offered so many product features so rapidly.

You don't have to rely on product alone to complete the step-up. Package a free year's service or free installation or wiring with purchase of one of the better units you have in stock. But do it in such a way that folks can't add the value of the components of the offer together and balance what they're getting free against the price cut they're getting on the leader merchandise.

There are a number of ways you can advertise your early season specials. Since price is a big factor, newspaper and radio advertising is a natural. But if you're entertaining any hopes of selling some of those customers up, you might do well to consider direct mail to old customers. These people know you and they're more likely to listen to your advice on buying something beside the advertised leader.

And while you're at it, don't overlook the people you've already sold one air conditioner. They're the folks who know best just how much comfort you can get from a unit—they don't need blistering hot weather to be convinced. So try a special mailing on them for the purchase of a second or third unit. You might even package a special deal for these prospects—offer a free check-up of their old unit and free installation of the new.

Finally, realize that it's only human to postpone thinking about air conditioners in cool weather. The average customer feels that way—and chances are you and your clerks do, too. So make sure your salesmen know the product story early on room air conditioners. You may want to set up some kind of spiff for early season sales. Make sure you have models set up on the floor. Pester the distributor until he makes early delivery of all the manufacturer's sales aids.



# SECTION 4: How to Plan Your Selling Pattern

Here again—as in the previous section on buying—we can offer only general advice. A great deal will depend on your overall store policy. If you don't run price advertising it would do little good here to suggest that you do so. The individual dealer is the best judge of his particular market and, generally speaking, your room air conditioner merchandising plan should conform to the pattern you've found most successful with other major appliances.

But there are unique characteristics about the room air conditioner business which you should take into consideration.

For one thing, remember that the room air conditioner occupies a rather special and advantageous spot in the dealer's overall selling pattern. Here's the reason, as explained to distributors recently by Howard Haas, vice-president of Mitchell Mfg. Co., division of Cory Corp: "Since every appliance distributor and dealer has fixed operating costs, regardless of volume, and since each major appliance has its own special and peculiar seasonal selling pattern, air conditioning has been given an extra selling boost by those distributors and dealers who recognize that sales to dealers and to the public occur on air conditioners when the distributor and dealer need this volume most-during the months that television, radio, washers, dryers, ranges, and other major appliance sales are at their lowest ebb.

"It also means that the value of room air conditioning sales cannot be counted only in the total dollars of billing to the distributor or dealer (or in the gross margins realized) but that room air conditioner sales are the life-blood of any appliance distributor or dealer's spring and summer selling program."

If you agree with this thinking you may want to adjust your idea of the dollar return expected on air conditioning.

Bear in mind, however, that while price appears to be the dominant factor in selling room air conditioners, specialty selling has never really had a chance. The DuPont room air conditioner survey in 1955 revealed that almost 88 percent of owners had bought their unit despite the fact that no one had ever made a direct effort to sell them.

# SPECIAL REPORT continued

This lack of selling is likely to assume new significance as the industry continues to broaden its lines. It is precisely in an industry which offers a variety of models incorporating varied features that creative selling can be most effective.

That's why you would do well to make sales training a key part of your 1958 selling pattern. Make sure your salesmen know the features of the lines you handle (and of competition as well).

In setting up your merchandising plans you may get some useful guidance from another tabulation in the DuPont survey mentioned above. The researchers asked owners why they bought their room air conditioners where they did:

	INC	OME GR	OUP
REASON	LOW	MEDIUM	HIGH
Best price	21.1%	39.3%	40.0%
Store's reliable			
reputation	57.9	36.1	35.7
Always trade			
there	25.0	15.8	14.6
Somebody recom-			
mended it	13.2	12.7	12.0
Store ran ad	3.9	5.0	7.2
Wanted specific			
brand	5.3	.8	.9
Miscellaneous	11.9	13.6	13.3

Thus it's obvious that price is not the only factor considered once the consumer decided to buy.

You may be interested in going one step further and learning just why people decide they need an air conditioner. The answer is pretty basic: for hot weather comfort.

That's why, to some extent, you're pretty much at the mercy of the weather. But many dealers compound this handicap by (1) failing to do all they can to stimulate sales even if the weather isn't favorable and (2) failing to capitalize fully on hot weather.

The solution to the first problem is obvious: apply sound merchandising techniques you should be using on any product vou sell.

As far as capitalizing adequately on hot weather, don't be afraid to dramatize the situation. When heat hits, take big space advertising. If possible, get an extended forecast and begin advertising as the heat wave builds up. Pile crated units on the sidewalk. Be ready to furnish your local newspapers with information on the impact the heat is having on your business. Publicity like this never hurts.

And remember that while hot weather is the primary reason people buy, a substantial number (over 28 percent according to the DuPont survey) also list "health" as a reason. So work this into your advertising and above all make sure your salesmen know why air conditioning benefits people who suffer from asthma, allergies, and heart conditions.



## **SECTION 5:**

# How to Expand Your Role in Air Conditioning

THE specialty dealer is missing a lot of good bets in air conditioning.

And if you think the idea of an appliance dealer selling products like heat pumps, central systems and auto air conditioners is far-fetched, you've missed the handwriting on the wall.

As a matter of fact, some dealers are doing so right now. Lots more will be in a matter of a very few years.

That's because the specialty dealer has one secret the air conditioning industry needs-merchandising know-how.

Why hasn't the dealer gotten into central air conditioning before this? Almost certainly the main reason is that most dealers are not set up to handle duct work, wiring, and structural changes.

But now forces are at work from both directions which may change this picture. Manufacturers are striving to come up with simplified packages which will eliminate much on-the-job skilled labor.

Almost simultaneously, some appliance dealers have had a change of heart about installations. This hasn't been a broad movement yet but as volume in kitchens and built-in appliances grow, you may see the emergence of a new type dealerthe home utilities dealer who can both merchandise and install these new products.

Needless to say, this movement may not attract great numbers of appliance dealers. But if central system manufacturers succeed in simplifying installation, you can expect a number of appliance dealers to take a second look at the business.

They will undoubtedly be impressed with what such a second look reveals, for the market is almost wide open. Perhaps nothing illustrates this better than a statistic in DuPont's survey of the central cooling market. Over 94 percent of owners of such units reported that they had not been contacted by a salesman before they considered installing the air conditioner.

Appliance dealers should also find special significance in the survey's findings on prior ownership of room units among people who now own central systems. Thirty-eight percent had previously owned a window unit and of this group 86 percent said such ownership had influenced their desire for a central system.

How does a dealer go about broadening his role in air conditioning? To start with, he has an impressive variety of products to look into. Not all of them are suitable for every market but you may want to check out the local potential for each: They include:

Auto Air Conditioners: You'll find considerable information on this product in the story on page 56N of this Special Report. Sales have been expanding in this field and last year approached the 400,000 mark (up from 300,000 in 1956). Some of these, of course, were factory installed but there is still a sizable market for sales to people who want their cars air conditioned after purchase.

Heat Pumps. For some reason this product has struck the public's imagination and although sales are still very limited (under 10,000 in 1957) the market is growing and shows considerable promise. (See page 56L of this section.)

Central Systems. Sales slumped slightly in 1957, reaching only 140.000 units. The drop was even more severe when you recall the expectations the industry held for the year. But nobody's discouraged and many manufacturers are anxious to enlist the support of the specialty dealer.

Dehumidifiers. If you're in the right area, dehumidifiers provide an easy way to broaden your base in air conditioning. The right area is described roughly as that east of the Mississippi and north of the Mason Dixon line. But there are other areas where dehumidifiers have proved their appeal. In 1956 the industry experienced a fabulous year with sales tripling and reaching 275,000 units. They slipped somewhat in 1957.

The real beauty of selling a dehumidifier is that it's a portable, plug-in, carryme-home item. You can treat it almost like a traffic item with mass displays.

Evaporative Coolers. If you've always thought of this product as a big unit designed to cool an entire house, you're in for a surprise. The big news in evaporative coolers is in the portable, room sized units. They've been on the market only since 1953 but their sales have increased steadily. What's more important, they've begun to break the geographic boundaries which seemed to limit the growth of the bigger units.

It's hard to get statistics on the sale of such units and it's harder yet to get any agreement on the ultimate future of the product. In the meantime, however, many people look for increasing sales in broader market areas.

Although Milton Marks of Millburn, N.J., calls himself a discounter, he managed to net four percent on the 400 air conditioners sold in 1957 by making it tough on salesmen who cut prices, by starting to sell at Christmas and charging profit-making prices for every bit of service. It all adds up to a



"WE TAG our air conditioners with list prices," says owner Milton Marks of Radio Sales Corporation. "Five percent commissions on top of salaries accrue for list price sales, taper to two percent for sales made at 16 to 20 percent off list."

# HARDBOILED WAY TO SELL AIR CONDITIONERS

A<sup>IR</sup> conditioner sales in quantity are one thing. Comfortable gross and net returns on these sales are quite another, particularly in northern New Jersey, a stone's throw from price-happy New York and totally within the orbit of its merchandising practices. But Milton Marks, who operates Radio Sales Corporation outlets in Millburn and Summit, N. J. is swinging it.

In 1957 he sold 400 room air conditioners and netted four percent on the \$85,000 total volume that constituted. This year, however, he expects his net to slide below four percent, primarily "because the price situation becomes more acute season by season." (In 1956, for example, he sold 300 units and netted 10 percent on sales of \$75,000).

Marks' approach to selling air conditioners is simple, yet hardboiled. To start with, he makes no bones about off-list sales.

"Five years ago," he says, "we decided to meet discount head-on. And we're doing pretty well for ourselves."

His "pretty well" is a two percent net on a total annual appliance, TV, radio, and record business that ran to \$850,000 in 1956 and hit \$800,000 in tough 1957. Air conditioners, yielding a better than average return as compared to other products, are a heavy contributor to the positive side of the profit ledger. Sales of them conform to Marks' basic point of departure in selling—an effort to get top prices even though deliberately labeling his operation a discount house.

"If you collapse prices from the beginning," maintains Marks, "it takes all the steam out of your selling. I plant the urge in my salesmen to go after list, and to yield to lower prices only under pressure."

Marks' five salesmen start with a basic salary. Rock bottom is \$100 a week. For every air conditioner sold at list (they range from \$350 to \$550), a salesman accrues commissions at the rate of five percent of the sale. If the transaction is made at five to ten percent off list price, the commission rate drops to three percent. When the sale slides to from 16 to 20 percent off list, a salesman's bonus take is two percent of the total sale. And if the sale is made at more than 20 percent off, the store manager or Marks must approve the transaction.

Through this refined form of negotiated selling, Marks sells 75 percent of his air conditioners at roughly 20-25 percent off list. It means ¾-hp units costing him from \$176 to \$205 sell for \$239 to \$269, plus installation. One-ton units range \$10

higher in each category. The 25 percent balance, however, sell at prices higher up the scale toward list, pulling up his overall average return.

This is not to say that the owner of Radio Sales Corp. shuns price leaders. He uses them at every turn, to identify his operation as a bargain center and to arouse customer interest. But he readily admits leaders are nailed to the floor, and that salesmen have standing instructions to sell away from them.

"Our emphasis is on a quality product and a quality installation," says Marks. And as part of this approach, Fedders has become the firm's main line, primarily, in Marks' own view because "It's a line that has excellent local acceptance."

### **An Early Start**

Marks' air conditioner selling goes beyond sharp negotiation.

At Radio Sales Corp. early promotions, C.O.D. service, and winterizing bolster the drive for dollars on the sales floor.

For Marks, every air conditioner season starts with Christmas. Then he talks up room units as ideal big-ticket gifts. In 1957 he bagged over a dozen ¾-hp sales, together with installation contracts, stored the units for the winter and will

MORE

### SPECIAL REPORT continued



DIRECT MAIL pieces to 25,000 prospects and ads in seven papers play up the firm. Service manager Vic Franco (right), Summit store manager Lou Feiertag discuss the potential.



RE-INSTALLATIONS START early and provide the wedge for prying loose new sale Marks joins servicemen in trip to Summit Medical Center where professional installations laid groundwork for wider sales

MARKS AND FRANCO CHECK re-installation This service alone accounted for \$6,500 in billings in 1957. Warranty installations run \$9,000 a year, minor service calls, plus rewiring, add \$21,000.



install the majority of them in the spring.

January to March, Marks jogs air conditioner prospects with an offer of free installation (worth an estimated \$15 allowance) to all early room unit buyers.

Each month, starting in March, he mails direct to 25,000 prospects in the half dozen communities ringing Millburn and Summit in a 15-mile radius. Postcards, circulars, and form letters constitute the bulk of this direct mail literature. Supplementing such personal mailings are weekly ads in seven local newspapers. These run from half to a full page. Of an estimated \$8,000 store ad budget, about \$1,500 is poured into this total air conditioner push, more and more of it on direct mail.

Aside from smashing at the consumer both directly and indirectly. Marks keeps drumming at the professional market, on the theory that key users can generate more business. Over the past three years, for instance, he has installed some 35 units of 34-hp size in the Summit Medical Center. He has put another 200 units of one and 2-hp capacities in small stores.

### **Collect Service**

To understand how Marks dovetails his service into his air conditioner program requires an understanding of a major service department overhaul. It hit the firm in 1955. After doing business in the community since 1926, he was advised by an outside accounting firm to "throw out vour service."

Accustomed to operating service in the red, Marks drew up short and took a long look at service. He ferreted out pilferages that in their worst year totaled \$26,000. He cleaned this up by instituting a stringent control system.

Today service manager Victor Franco operates the department with an iron hand. Net on a total \$120,000-a-year service business now runs to an estimated

Essentially the tighter service system means a flat \$4.50 service charge, everything C.O.D., and separate billing for each varied form of service job and practically every extra.

"It hurts to be harsh with old friends," says Marks, "but we had to take the risk. Somehow, it worked."

### **Multiple Schedules**

Service on air conditioners constitutes a \$30,000 bite of the annual \$120,000 service billings. Installation and warranty work amounts to \$9,000 alone. This total derives from standard installation and warranty charges. They run \$29.95 for units up to 1-ton, \$5 additional for 11/2ton units, and \$10 extra for 2-ton jobs. Warranty includes parts and service for one year and registry for four years of the unit with the manufacturer.

An even bigger source of service revenue-the \$21,000 balance of air conditioner service billings—is split three ways. First are the 120 to 150 service calls a month at a flat \$4.50. These include outof-warranty calls, refinishing jobs, filter replacements and the like. Then there are thermostat replacement jobs, which run customers anywhere from \$20 to \$25 for the thermostat alone, another \$10 to \$12 for installation, and transsom jobs costing from \$40 to \$75. Finally, there are the rewiring jobs. Marks figures they are running to at least 20 percent of unit sales. Charges here, provided they are on service lines big enough to take the rewiring, run from \$25 to \$35 per outlet.

Here again, Marks sees to it that every extra is properly billed. Prominently displayed on cash registers are these stated policies:

- 1. Sales tickets, without exception, must read "No electrical work." (A special stamp is provided for the purpose).
- 2. Electrical work shall be written on separate work orders and paid for by customers.
- 3. Normal installation does not include any electrical work.
- 4. Normal installation means in a standard double-hung window up to but not exceeding 36 inches wide.
- 5. Add \$10 to regular installation figures if installation is to be made in upper half of double-hung window.
- 6. Transom installation-estimate only -about \$60 to \$70.
- 7. Service on all units other than normal-\$25 for first year, plus \$15 for 5year warranty.

### Linking the Seasons

The final phase of air conditioner selling at Radio Sales Corporation involves winter storage and re-installation. It added another estimated \$4,200 in 1956 to billings related to the service department. In 1957, 325 winterized units ran this total to \$6,500.

The service is offered the customer in either of two ways. He can store a unit in the firm's warehouse or in his own home. Warehouse storage costs \$29.95 for the first unit, \$24.95 and \$21.95 for the second and third, a flat \$17.95 for all additional units. If units are stored in a customer's home, he pays \$10 less in each

Three men assigned permanently to air conditioners from the 22-man service staff will start re-installations in April. This quickly steps up to three two-man crews in May, and is supplemented by additional help, including part-time personnel, when installations hit a 15-a-day peak.

In effect, this closes one season and opens another, providing continuity for Radio Sales Corporation's air conditioner selling. End



DECEMBER air conditioner prospect, attracted by Avalawn's program of direct mail during the winter months, gets the sales story and makes his purchase in the company's warehouse.

# WINTER'S JUST ANOTHER SELLING SEASON FOR COOLERS

Twenty-five percent of Avalawn Radio's air conditioner volume results from an October-to-April program of service, storage and direct-mail followup

Dallas weather turns cold in October, but for Avalawn Radio & Appliance Co., there's no letup in the firm's effort to create future sales of room air conditioners.

The firm, headed by Seymour Meyers and Archie Cobb, has a program that covers the October-to-April period. Its aim is to serve past customers and thereby create repeat or replacement sales before the heavy selling season gets underway.

"Any sales we make before April," Meyers says, "gives us a head start and a chance to better adjust our buying. In addition, we can spread out installation of units over a longer period of time, instead of having a flood when the first heat wave sets in. This is important when you consider that nearly 25 percent of our sales are made during the off-season."

### First Phase: Storage

The program is divided into two phases. The first, from October until early January, is devoted exclusively to selling cooler covers, storage of units on the customer's premises or in the firm's warehouse, and offering facilities for putting a customer's unit into tip-top condition.

This phase accomplishes several things: First, Avalawn can retain four of its eight servicemen on the payroll year-round. Second, the store has a source of income during the slack months. Third,

contact is maintained with old customers and servicemen have entrance to homes to determine prospects for replacement or additional units.

"This third reason is important. Dallas is heavily saturated with air conditioners and I believe our best bet for sales are our past customers," Meyers adds.

During the October to January period, the firm does no advertising beyond direct mail. These mailers stress the firm's services—cleaning and storage of

Avalawn charges \$20 to take a unit out of the window, clean it, put in a new filter and store on the premises. The price also includes reinstallation after April 1. If a customer wants the unit stored in Avalawn's warehouse, an additional \$2.50 charge is made. This is discouraged, however, since Meyers prefers to utilize as much space as possible for inventory of new units. If a customer moves from one house to another, Avalawn will move the air conditioners and reinstall them for \$12.50.

### Second Phase: Lavaway

The second phase begins in January when new lines are delivered. Some newspaper advertising is initiated to promote the firm's unique layaway-payment plan. Mailers go out to all old customers, inviting them to see the new models, for either replacement or as additional unit. Personal phone calls are made to the

more likely prospects, determined as a result of the October to January phase of the program. Incidentally, mailers also urge customers to have their units put into shape for the coming season if they haven't done so already.

The layaway program requires a \$10 down payment. On April 1, the balance is due since installations begin from this date. However, since people prefer paying for air conditioners when they begin to use them, the firm's payment plan then comes into effect. It's called a "Home Improvement Loan" in order to take advantage of the FHA idea but applying it to room air conditioner sales. Avalawn made arrangements with a local bank to take non-recourse paper from home owners with up to three years to pay.

Although no down payment is necessary under this loan, Avalawn requires the \$10 down payment on layaway before April 1 in order to assure sales prior to the hot weather selling season. In addition, Meyers says, he can better adjust inventory and on-season purchases by having these \$10 payments guarantee pre-season purchases.

Once in the selling season, however, the no down payment stimulant applies only to home owners. Interest rate is seven percent under the "Home Improvement Loan." For non-home owners, the interest rate is the same, but a minimum of 10 percent is required as a down payment and this paper is recourse.

# WEATHER AND COMPETITION HOLD DOWN '57 FAN SALES

Manufacturers' sales fall 22.8% as result of cool weather, poor pre-season buying and competition from low-cost air conditioners. Dealers, however, go into '58 with light inventories

By ANNA A. NOONE

HOT weather, or the lack of it, always vital in determining the fate of each year's fan sales volume, was only one of the reasons for a poor portable fan business in 1957.

Other problems that harrassed the portable fan makers include the lack of interest shown by distributors and dealers in buying fans in anticipation of their hot weather needs; the heavy emphasis placed on price, especially in 20-inch models; and the inroads made by lower and lower prices on air conditioners, including portables

Dealers and distributors alike bought for resale with a "show me" attitude: "Show me the hot weather to move fans and I'll buy for it!" Consequently, in areas where no heat-waves developed, rebuying after original pre-season purchases was practically non-existent. The result, a total of 5,303,000 fan units of all types were sold in 1957. This is a 22.8 percent decrease in unit volume (over  $1\frac{1}{2}$ -million units less than were sold in the record year of 1956). Estimated dollar volume dropped from \$259,124,000 in 1956 to \$191,097,000 in 1957.

### Sales by Areas

In areas where hot weather prevailed—Southeast and Southwest, also portions of the Atlantic Coast—fan sales were good, whereas in Central and Northwest territory (Ohio, Michigan, Indiana, Chicago and Minneapolis, to name a few cool spots in the summer of 1957) sales were far from normal at retail. One manufacturer offers in Table 4 a quick picture of where the best markets were for each type fan in 1957.

One of the most significant developments in 1957 fan business, it is generally

agreed, was the heavy emphasis placed on price during the year, and especially in the 20-inch models. As reversibles and suitcase or box type models continued to increase in popularity, it was here that price competition was keenest.

Except for some southern areas and along the Gulf coast where hot weather demand held established prices steady, prices generally meant very little. The going price was \$29.95 on the east coast for \$59.95 and \$69.95 models. This was especially true in the Northeast where discount houses cut established prices to the bone. Even the brands that were fair-traded fell to steady advertising of low prices.

### Inventories

Carryover of inventories varies as usual from one section of the country to an-

### 1957 FAN SALES ...

TYPES	ATTIC	DESK AND BRACKET	HASSOCK	KITCHEN EXHAUST & RANGE HOOD	WINDOW	PORTABLE ROLLABOUTS	TOTAL
UNITS SOLD	98,000	1,725,000	105,000	1,345,000	1,700,000	330,000	5,303,000
% OF TOTAL	1.8	32.5	2.0	25.4	32.1	6.2	100.0
AVERAGE PRICE	\$129.95	\$19.95	\$49.50	\$37.00	\$42.25	\$52.00	\$36.00
RETAIL VALUE	\$12,735,000	\$34,415,000	\$5,197,000	\$49,765,000	\$71,825,000	\$17,160,000	\$191,097,000
% OF TOTAL	6.7	18.0	2.7	26.0	37.6	9.0	100.0

### COMPARED WITH 1956 ...

TYPES	ATTIC	DESK AND BRACKET	HASSOCK	KITCHEN EXHAUST & RANGE HOOD	WINDOW	PORTABLE ROLLABOUTS	TOTAL
UNITS SOLD	110,000	2,400,000	135,000	1,395,000	2,525,000	300,000	6,865,000
% OF TOTAL	1.6	34.9	2.0	20.3	36.8	4.4	100.0
AVERAGE PRICE	\$125.00	\$19.95	\$49.50	\$37.00	\$47.50	\$64.30	\$37.75
RETAIL VALUE	\$13,750,000	\$47,850,000	\$6,682,000	\$51,615,000	\$119,937,000	\$19,290,000	\$259,124,000
% OF TOTAL	5.3	18.5	2.6	19.9	46.3	7.4	100.0

### DROPPED IN BOTH UNITS AND DOLLARS

% CHANGE IN	ATTIC	DESK AND BRACKET	HASSOCK	KITCHEN EXHAUST & RANGE HOOD	WINDOW	PORTABLE ROLLABOUTS	TOTAL	
UNITS	-10.9	-28.1	-22.2	-3.6	-32.7	+10.0	- 22.8	
DOLLARS	- 7.4	-28.1	-22.2	-3.6	-40.1	-11.0	- 26.3	

other. However, it is agreed that year-end inventories were generally much greater in manufacturers' hands, and are variously estimated to aggregate from two to two-and-a-half times greater than last year, while distributors and dealers closed the year slightly less than a year ago. One manufacturer sums it up: "Compared to 1956, overall portable fan inventories look about as follows: Factory stocks—heavier; distributor stocks—lighter; retailer stocks—much lighter."

### Outlets

No significant shifts or trends developed in portable fan distribution in 1957. Basically it was about the same as 1956. Generally, drug and jewelry outlets are becoming less of a factor, mainly because of change in consumer demand from small, low-priced desk and bracket units to larger window models and rollabouts.

The accompanying breakdown of fan sales (Table 5) by outlets as well as types of fans should serve as a pretty good guide.

### **Desk and Bracket Fans**

A definite decline in desk and bracket fan sales at retail and all other levels is reported for 1957. In the accompanying two-year table a total of 1,725,000 units are reported sold in 1957 at an estimated average retail price of \$19.95, compared to 2,400,000 units in 1956. This represents a decrease of 28.1 percent from the 1956 volume. It also reveals the fact that desk and bracket fans accounted for only 32.5 percent of the overall fan industry total for 1957.

In the accompanying tables—Table 1 (desk-bracket-pedestal fans sales by prices

reported by NEMA members only) and Table 2 (desk-bracket-pedestal fan sales by sizes, 16-in. and under—reported also by NEMA members only), the decline in sales of this category was even greater—38.8 percent. Greatest toll was taken in the smaller sizes (10-inch and 12-inch) also in cheaper merchandise (under \$20). In these classifications an examination of the table shows the decline to be over 50 percent in the "under \$20 group" and about 44% in the 10-and-12-inch group.

### Window and Rollabouts

There was no shift in the growing popularity of window fans in the 1957 fan season. If anything, 1957 did more to strongly emphasize the trend over the last several years toward more 20-inch fans of all types with box units leading.

These units with carrying handles that

MORE

### SPECIAL REPORT

Table 1 — DESK-BRACKET-PEDESTAL FAN SALES, BY PRICES
(16 inches-and-under, Osc. and Non-Osc. AC-DC)

		1 9 5	7	1 9	5 6	
List Price:		Units	% of Total	Units	% of Total	% Change '57 vs. '56
Under	\$20	493,672	48.5	1,019,846	61.3	-51.6
\$20 -	\$40	327,324	32.1	452,968	27.3	-27.7
Over	\$40	197,208	19.4	190,059	11.4	+ 3.8
Total 1	NEMA	1,018,204	100.0	1,662,873	100.0	-38.8

disappear into the fan case for window installation are versatile. Expanders are usually provided that make possible permanent installation in any window width. Many are electrically reversible. Some are equipped with timers to turn off fan at pre-set period. Others have thermostatic controls to turn the fan on-or-off when the room temperature reaches a pre-set degree of heat. To further increase the fan's versatility, (and incidentally to shorten manufacturers' lines) there has been a growing trend to offer these box-type window fans with wheeled, roll-about stands or pedestals as accessory equipment, making it possible to move the fan from room-toroom, wherever needed, and enhancing its overall usability.

Although our two-year table lists window fans and rollabouts separately, we feel any discussion of window fan business must include portable rollabouts to present a true picture. In all but a few instances, mainly Westinghouse "Mobilaire," the rollabouts represent the same models sold as window units with the addition of a metal stand accessory. Rollabouts, incidentally, are proving more and more popular.

An overall total of 2,030,000 units were sold in 1957 (1,700,000 window fans; 330,000 rollabouts.)

Compared with 1956, when 2,525,000 window and 300,000 rollabouts were sold, a total of 2,825,000 units of both types, this represents an overall decline in 1957 of 28.14 (32.7 percent drop in window only, and 10 percent gain in rollabouts).

There is no accurate information available showing which window fan features proved most popular. However, electric reversibility is considered number one by a large segment of the industry. Educated guesses indicate that from 35 to 75 percent of all 1957 window fan sales were in

units featuring electric reversibility. On the other hand, another group say this feature has passed its zenith.

(NEMA members only)

Built-in thermostatic controls are next in popular demand. Close to one-third of all window units sold are said to have this

Expanders for permanent installation and manual reversibility were also mentioned as features that proved popular during the year. Timers and pilot lights run the gamut of opinion from "gimmicks" to highly desirable features.

All these new features tend to raise manufacturing costs and retail prices. Table 3 showing window fan sales by price (NEMA members only) should help prove a point here. According to Table 3, fans priced to sell in the \$40 to \$80 bracket accounted for 60 percent of the total window fan sales of this group for the second consecutive year. However, among the non-NEMA members lower-priced permanently installed models sold in volume.

### **Predictions for Portables**

Here are some verbatim opinions on what's going to happen in the portable fan business in 1958:

"The year 1958 looks like more of the same in portable fan business—namely, continuing price competition, especially in suitcase and rollabout 20-in. models. However, reasonably warm weather especially in Midwest should improve the picture over 1957"

"Lower priced window fans will become a larger part of the total volume. There's a trend away from gadgets."

"Many manufacturers are reducing lines—eliminating higher priced window models,"

"The fan business has passed its peak—with air conditioning narrowing the price gap with portables and low-wattage, low-volt units. A leveling off of sales year after year appears to be here. Future upsurge will come only as a result of unusually persistent, country-wide heat waves."

"A rash of inventory protection plans for distributors and dealers will appear in 1958. With manufacturers' inventories well over 2-million units, there will be many 'fire sales.' Already one company, going out of business, is selling 50 percent off last year's prices."

"With relatively little commercial fan

Table 2	- DESK-BRACKET-PEDE	STAL FAN	SALES,	BY	SIZES
	(16 inches-and-under, Osc. &	Non-Osc., A.C.	and D.C.)		

	1 9	5 7	1 9	5 6	
10// 10 11	Units	% of Total	Units	% of Total	% Change '57 vs. '56
12" and Smaller, Non-Osc. A.C.	271,390	27.2	582,170	35.7	-53.4
10" and Smaller, Osc. A.C. & D.C.	298,487	29.9	493,048	30.2	-39.5
12" Osc. A.C. & D.C.	236,889	23.7	372,017	22.8	-36.3
16" Osc. A.C. & D.C.	191,285	19.2	184,404	11.3	+ 3.7
Total NEMA	998,051	100.0	1,631,639	100.0	-38.8

(NEMA members only)

Table 3 - WINDOW FAN SALES, BY PRICES

		1 9 5	7	1 9	5 6	
List Price:		Units	% of Total	Units	% of Total	% Change '57 vs. '56
Under \$20 —	\$ 20 }	343,777	36.5	502,920	36.2	-31.6
\$40 -	\$ 60	391,596	41.6	545,423	39.3	-28.2
\$60 -	\$ 80	181,224	19.2	296,513	21.4	-38.9
\$80 — \$100 and	\$100 } Over }	25,181	2.7	43,543	3.1	-42.2
Tota	I NEMA	941,778	100.0	1,388,399	100.0	-32.2

business left, we see a shortening of lines as manufacturers stop making pedestal and air circulator type fans."

### **Kitchen Exhaust Fans**

Although kitchen exhaust fan sales in 1957 (1,345,000 units) were 3.6 percent under 1956, (1,395,000 units) a healthy state of growth and expansion exists in this portion of the industry.

The trend to range hood units for kitchen ventilation is accelerating rapidly. Most manufacturers report these range hood units going in greatest volume into higher priced homes. Although by no means common in lower-cost homes, there are definite indications that homes in lower brackets (\$10,000, \$12,000 and \$15,000) especially those in the western part of the country, are beginning to specify hood type kitchen ventilators.

However, in many low cost homes the exhaust fan isn't integral with a hood in order to avoid ducting through cabinets, which might reduce the amount of cabinet space to a point below FHA requirements. In these instances, the fan is usually a separate unit in the wall over the range.

One top producer estimates that approximately 75 percent of their units designed specifically for kitchen use are being used with range hoods.

One estimate on industry wide kitchen ventilating installations places range hood types at 90 percent going into new homes and 10 percent going for remodeling existing homes. Another estimator says that approximately 75 percent of the range hood units are going into new construction, 25 percent into remodeling. However, he continues, in total dollar volume the estimate automatically changes to approximately 60 percent for new construction and 40 percent remodeling because better equipment is more often used for remodeling, and a higher unit price results.

### **Bathroom Fans**

Another trend in kitchen exhaust type

fan business is the trend toward use of ventilating fans in bathrooms. Recent FHA requirements made it mandatory for mechanical ventilation to be included in inside bathrooms, and while there are not too many inside bathrooms being built into new homes today, the resultant publicity of the new regulations spurred interest in bathroom ventilation to a wide popularity.

Newest in bathroom fan equipment is the combination heater-light-exhaust fan for ceiling installation.

Laundry rooms are another new application for exhaust fan installation. However, generally, a larger fan is considered better for laundry and service or utility rooms. The average bathroom fan moves about 100 cfm and laundry rooms with heavier moisture and humidity as well as heat require greater movement of air for comfort. Generally, it is conceded that it's the architect, not the home owner who specifies an exhaust fan for laundries.

### Who Sells Kitchen Fans

Practically every key manufacturer interviewed said independent kitchen planning specialists were becoming more and more important in the sale of kitchen exhaust fans. Electrical contractors were generally conceded the most important medium. Other outlets mentioned included builders, mail order houses, plumbing supply houses, sheet metal contractors and even lumber supply houses.

A recent survey made by the research department of Electrical Wholesaling (a McGraw-Hill publication) among 2,000 electrical distributors reveals the fact that 97 percent of the wholesalers responding said they sell the heaviest percentage of their residential exhaust fans to electrical contractors. (Sixty-four percent said they sold from 75 to 100% of all exhaust fans to electrical contractors); 69 percent of all respondents said they sell to builders, the majority selling less than 25% of their stock through this medium. Only 4 percent sold as much as 75 percent to

builders.

The average number of brands carried by these wholesalers was 2.4 per wholesaler. (Thirty-nine percent said they carried only 2 brands; 31 percent 3 brands). Ceiling fans were considered more popular, with a total of 83 percent accounting for from 25 to 99 percent of their fan business in ceiling types.

### **Cost of Installation**

Estimates of the cost of installing a ceiling or wall type fan in a remodeled house vary. Some say it ranges from \$25-to-\$30; others say from \$50 to \$100 for ceiling units. Range hood and fan combination installations are estimated by one firm at from \$40-to-\$50 (for labor costs only, and not including cost of products and material involved) and at \$100-to-\$300 by another manufacturer.

### What's Ahead for 1958

"More and more homes are expected to specify and install range hood-fan in place of old type ceiling and wall kitchen ventilators—it does a better job—traps odors, vapor and heat at source and removes it from room as quickly as possible.

"A greater use of ventilating fans in inside rooms such as bathrooms or family rooms."

"New built-in oven hood fans will find a place quickly in many new homes planned for 1958 and more companies will come out with combination ventilationheating-and-lighting units."

"We can count on the exhaust fan becoming as nearly a standard unit of a modern kitchen as the range itself. Fan-hood combination trend will greatly increase, probably to point of sharply reducing sales volume of high priced ventilators . . . with ventilators sold without hoods running mainly to lowest cost unit exhaust fans for use in lowest cost homes."

"There will be more range hood units of the self-contained type—incorporating a blower assembly, filter, lights within hood, which take up no cabinet space." *End* 

### Table 4 - HOW '57 FAN REGIONAL MARKETS COMPARED

	Desk &			WIN	DOW	-	1	
Region	Bracket	Exhaust	Revers.	Port.	Roll.	Twin	Hass.	
East	poor	avg.	good	good	poor	good	poor	
South	avg.	good	avg.	poor	good	poor	good	
Midwest	good	good	poor	avg.	poor	poor	avg.	
Southwest	good	poor	poor	poor	good	poor	avg.	
Far West	good	poor	poor	poor	poor	poor	good	
(One manufacturer's	estimate)							

Table 5 - FAN SALES BY TYPE OF OUTLET

Outlet	Desk & Bracket	Window	Port.	DOW-Roll.	Hass.
Elect	30%	35%	30%	30%	40%
Dept	25	20	30	25	30
Hard	10	10	12	12	10
Furn	5	12	13	10	10
Jewel	5	5	3	5	3
Drug	5	3	2	3	2
Other	20	15	10	15	5
	100%	100%	100%	100%	100%

### SPECIAL REPORT

# **SELLING HEAT PUMPS**

IS EASY says Bob Schaefer of Cullman, Ala., who moved gradually and cautiously until he developed the sales technique that gave him 10 sales and a \$25,000 volume in 1957 - plus a lot of additional appliance sales

By BILL McGUIRE

BOB Schaefer founded his Home Improvement Co. in little Cullman, Ala. (Pop. 8,000), as a straight appliance store in 1940. Though the business weathered the war, then really rolled through the post-war seller's market, Schaefer had no trouble reading the sin-· gle word on the wall-"Saturation."

His answer: to consolidate in operations, diversify in products. He began plumbing in the washers he sold, wiring the ranges and air conditioners. He started selling and installing central heating equipment, and this new course he charted for his business led to the ultimate in electrical automatism, the heat

He began selling air-to-air heat pumps in 1950, when the product's basic packaging was a diaper. By November of 1957, the Home Improvement Co. had 28 heat pumps doing their silent, efficient twoway stuff in Cullman. Ten of these were sold in '57, for a total of about \$25,000 installed. Because of this evolutional rather than revolutionary entry into the heat pump field, Schaefer and his men were able to take this tremendously advanced appliance and its highly critical installation requirements in stride.

Heat pump prospects (anyone in the town or county who's planning a \$15,000 or better home) are dug out of the F. W. Dodge Corp.'s daily construction bulletin, or plucked from the grapevine. If no architect is involved, Schaefer sells directly to the owner. When the Dodge Bulletin includes an architect's name, the dealer contacts him (with the owner's permission), plants the heat pump seed in his mind, then tips off his distributor in Birmingham, who in turn sends a salesman to call on the architect with an offer to engineer a heat pump installation for the house at neither cost nor obligation.

### Appliance Sales, Too

Next step is a meeting of Schaefer, architect and owner, out of which comes the owner's OK for Schaefer to bid on the central air conditioning installation. This

BEST ADVERTISING for Bob Schaefer's heat pump business are the signs he puts on the job shack at every new installation. Average sale for Schaefer's Home Improvement Co., runs in the neighborhood of \$2,500.



meeting is the key to the entire job, from the dealer's viewpoint, since Schaefer uses it not only to sell the heat pump, but as a wedge toward getting as much of the total building job as he's qualified to handle. He asks to bid on the wiring and plumbing for the entire house, as well as the complete appliance package (a total that can hit as high as \$10,000 on a \$50,000 house). The architect can usually be counted on as an ally, since his job is simplified when there's only one subcontractor to do battle with.

### Cost, Comfort and Cleanliness

But Schaefer's first allegiance is to the heat pump, and this he sells by talking operating costs (considerably lower than gas, for Cullman is in TVA territory), by talking comfort (Schaefer calls a heat pump's gentle, naturally humidified output "cool heat," contrasts it to the hot, dry blast from conventional warm air systems), by talking investment (a heat pump ups the value of a house appreciably more than the 15 percent differential in first cost, means faster resale in a competitive real estate market), by talking savings (the things a heat pump customer doesn't buy range from cooling towers to chimneys, flues and fuel tanks), and by talking safety and cleanliness. As a clincher, he pulls out a user sheet, invites the prospect to contact any name on it and check for operating cost and performance information.

What he's selling now is the Home Improvement Co. as a bidder on the heating and cooling system in the new house. What he's selling against is gas. And what he's selling away from is the heat pump's higher initial cost.

With permission to bid in Schaefer's pocket, together with a copy of the plans

and specifications for the house, his wholesale man collaborates with the architect to draw up detailed specs for the installation, showing ducts, registers and air velocities.

Back at his office, Schaefer estimates the job, then decides where in the estimate to put his profit. If, for instance, the job is to be in an existing building, ductwork and wiring figure to be extensive and expensive, so he'll stash most of his markup there, taking some off the heat pump itself. As a rule, the pump represents between ½ and ½ of the average new-home job. Simple installations in new construction find the dealer getting about 20 percent on the heat pump, somewhat less on the work required to put it in.

Figuring an installation in an existing building can be tough. First, Schaefer plays area of the structure against square footage of glass to get heat loss, using a factory-furnished form which substantially reduces the chance of error. This gives him the right capacity unit to specify. That, in turn, tells what's going to be needed in the way of beefing-up the wiring. He also gauges the cost of the ductwork.

After slipping in a "miscellaneous" three percent to cover errors in estimating, and \$15 or so as a first-year's service reserve, Schaefer figures his gross profit on the entire job (installation plus unit) at from 12 to 15 percent. This, he admits, is not enough, but it's all Cullman's current economic traffic will bear. Then he wraps everything into a brochure, containing estimate, air conditioning plan, manufacturer's spec sheets, stock glossies of various register types, and perhaps a wiring diagram. Also in the brochure are two copies of the contract, both signed by Schaefer, ready and

waiting to be tabled for the customer's signature. This is his presentation. More often than not, it sells.

### One Job: \$21,000

Installation is never a rapid matter. It begins when the house is framed, roughed in and roofed, ends only with the completion of the structure.

To date, his biggest heat pump job has been a \$21,000 commercial zoned installation of four five-ton units; his smallest, a single three-ton model in a new home for \$2,400. Handling the work are two skilled mechanics with plenty of refrigeration and central air conditioning experience, two electricians, and union plumbers as needed (air-to-air heat pumps require only a simple floor drain or dry well).

Every job, large or small, draws on Schaefer's versatility, and versatile the heat pump dealer must be. He has to know refrigeration intimately, and be tooled up for it: he must have a good grasp of electrical contracting, plumbing and sheet metal work, even though he may subcontract any or all of these. One thing he does not have to be is an engineer. Manufacturers handle most of this function, have simplified the dealer's share to the point where it's no problem.

### **Appliance Selling Works**

By virtue of his solid position as an appliance dealer in Cullman (last year, a unit volume of more than 500 pieces), Bob Schaefer is able to sell heat pumps on much the same basis as he sells appliances. In both, his salesmanship carries the same personal touch; his complete staff of technicians lets him stress service. The heat pump's guarantee of a year on parts and labor, plus four more on the unit, permits him to push the worry free angle.

The Cullman Power Board gives Schaefer and the town's other central air conditioning dealers its full support where heat pumps are concerned, turns leads it picks up over to the dealers. Beyond the huge annual load represented by a heat pump (more than double the total kilowatt hours chalked up by a TV set, refrigerator, dryer, range, freezer, room air conditioner and water heater put together), the utility likes the fact that the year-round character of that load does much to iron the undesirable mountains and valleys out of the annual lead graph.

To Bob Schaefer, heat pumps have meant more business, and a filler for the holes which have begun to appear in his appliance dollar volume. They've given his firm a degree of balance, since heat pumps sell best in summer, slack off in winter when most majors pick up. He's able to conduct a neat and complete heat pump operation without stocking either pumps or parts. Service incidence has been fairly low, with most callbacks of an instructional nature.

In the heat pump, Schaefer sees a profitable, easily financed product which may or may not sweep the Southeast, yet cannot fail to win increasing acceptance with every passing year.

THIS INSTALLATION cost the home owner about \$5,500, uses a five- and a three-ton unit. Schaefer farms out the duct work, but will soon start doing this phase of the job, too.



MORE

# Here's How 3 Dealers

## **Godwin...He SELLS Them**

This Birmingham, Ala., TV dealer avoided service headaches by farming out installations of auto air conditioners. But he found another problem to overcome—how to finance the sale

IN April of 1957, J. W. Godwin, owner of Godwin Radio Co. in Birmingham, first laid eyes on an automobile air conditioner. By August, he had sold 31 Vornado units for a dollar volume in excess of \$10,000.

Godwin retails television, room air con-

ditioners, radios, phonos, fans, cleaners, power mowers and a few traffics but no white goods. Along with a healthy electronic parts department which did \$95,000 last year, the mainstay of this \$290,000 business is television.

Godwin's basic auto air conditioner sales tool is a table-mounted display of a unit's major components—condenser, compressor, clutch, evaporator coil and fan blower assembly, and the under-dash case which houses the latter. Above the table is a factory furnished wall chart showing positions of the components in

a cutaway view of a car, and pointing up features. Here at the display table, Godwin introduces prospect to product.

### Sun Is A Sales Aid

But air conditioning talk in an air conditioned store is cheap, as he well knows. Godwin wants his prospect outside, where Alabama's summer sun will do a selling job all its own.

This year, the Birmingham dealer has had no demonstrator of his own to work with—a great lack, he admits. The dealer considers live demonstrations at least as important to car air conditioner sales as they are to window unit sales, maybe more so. He plans to have a demonstrator in his organization by next spring.

Godwin Radio's \$10,000 car air condi-

# McKinstry...He INSTALLS Them

This Montgomery, Ala., TV serviceman found little trouble in learning how to install auto air conditioners. Now, he not only makes money on each job but finds this work builds his reputation as a TV technician

J. B. McKINSTRY, owner of Mac's Radio & TV Service in Montgomery, Ala., is a specialist. He installs and services electronic equipment. Selling is not for him.

"Too many headaches in selling," says

Mac, whose farm work for two Montgomery television dealers represents 35 percent of his business. "Too much volume to rack up before you can show a profit."

A radio technician for 11 years, and his own boss since 1954, Mac has been casting about for something to compensate for the levelling-off of TV installations apparent in Montgomery for the past couple of years. This year he found it in automotive air conditioners.

Seeking an installer to serve its Montgomery-area appliance dealers, the Birmingham-based distributor of new Vor-

nado air conditioners singled out Mac, who snapped up the offer. It fitted him like a glove. Business would come in the June-August period, a falling-off time for television service. Long an amateur auto mechanic, Mac was perfectly at home under the hood, and already owned a \$500 set of mechanic's tools.

He put out \$50 for a charging guage, charging manifold and leak detector, spent a day with one of his technicians at a distributor installation demo, and then went into the business. Their first job took Mac and the tech a whole day. The

# Rosella...He Does BOTH

Until he located a part-time mechanic who could handle most of the installation work, this Greenville, Miss., dealer found that auto units were too much work for his appliance service department

I N car air conditioning, J. D. Rosella of Greenville, Miss., has a one-year jump on most of the southeast's appliance dealers. This is Rosella's Appliances' second year in the game.

In 1956, his servicemen installed all the units his salesmen sold.

Last year, however, Rosella worked out a unique semi-installation arrangement which lightens the peak-season load of his refrigeration men.

Operating from one store in a city of 40,000, Rosella's Appliances sold \$258,000 worth of white goods, television, hi-fi and air conditioning during the first six months of 1957.

Against that background, his car air conditioner volume would seem puny indeed, were this not a new item with a think-twice price of \$369.95 installed—and an item whose promotion at factory

and distributor levels has been a bit cautious to date. Rosella's auto-unit sales this year are neck-and-neck with last year's —25 units, but he's miles ahead in experience.

Rosella rode rather confidently into the summer of 1956 with a 12-unit stock of car air conditioners on hand, and a couple of sure-handed air conditioning and refrigeration techs to install them. The rude awakening wasn't long in coming.

### **Too Much Time**

Including normal interruptions, it took his boys about 12 hours to install trunkmount models, while they managed to cut it down to a full day for under-dash units. Moreover, Rosella went through the knothole of watching his refrigeration men

# Cashed-in on Automobile Air Conditioning

tioner gross this year could have been upped by about \$1,000 had he chosen to install the units he sold (at a factory-suggested \$40 per job) instead of leaving this up to his distributor and a couple of local installation specialists.

Godwin has a good idea of what he's missing each time he goes outside for an installation. During the past summer, he tested his organizational capacity to put air conditioners in cars by having two members of his 13-man service staff install a couple of units.

Since the men had to read everything they did, the first job took a full day, or 16 man hours. The second one took 12 man hours, or three-fourths of a day. Snail-paced and all but profitless though these two installations were, they told

Godwin that his present staff could handle the work (no new employees needed), and that experience would doubtless pare elapsed time down to profitable proportions. Now Godwin believes that a practiced team could handle two installations in a day, and that the firm would net about \$20 per job, with only in-warranty labor to worry about.

Godwin will probably continue his farm-out policy next year, possibly for even longer.

### Distributor Does The Job

This year, most of his installations were made by the distributor. Godwin passed along to the installer the entire \$40 fee for each job, after collecting it as part of a single bill on which the price



VITAL SELLING TOOL is an air conditioned auto for demonstrations, says Godwin (in car). Last year he borrowed distributors' cars or used the user for demos but this year will have a demonstrator of his own.

MORE

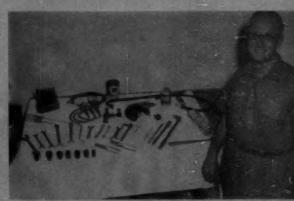
last one this year, their forty-eighth, took four hours.

Here's the way it's done this year at Mac's Radio & TV Service. Just before a sale is closed by one of McKinstry's car air conditioner dealers (he installs for seven: four in Montgomery, the other three within a 60-mile radius), the dealer calls Mac in order to make an installation appointment.

Mac begins by draining the radiator, letting it cool, then pulling it and giving it a careful check. If it's clogged or rusted out, this is potential trouble spot number one. When a radiator needs cleaning, Mac calls the dealer, who contacts the customer for a go-ahead. While a local firm is backflushing the radiator (at a cost of about \$6.50, with no profit to Mac), he and his

technician pull the fan, install the add-on crankshaft pulley, compressor brackets and idler pulleys; mount the compressor and the belt which drives it, check them for alignment; then reinstall the fan (replacing it with a 20 percent higher capacity six-bladed model if the car happens to be a Buick, Pontiac, Oldsmobile or Cadillac).

Next they mount the condenser, replace the radiator and its hoses, and then move inside the car to install the evaporator. In this operation, four holes are drilled—two in the floorboard for drains, and two in the firewall for refrigerant hoses running to and from the compressor. In the great majority of cases, these four holes represent the sum total of the permanent defacement of the car.



SPECIALIST McKinstry stands by some of the tools needed for installing auto air conditioners. He started with \$500 worth of mechanic's tools, added \$50 worth of refrigeration equipment, stocks \$50 worth of parts.

MORE

wrestling with automobile radiators, while air conditioner and refrigerator service calls piled up.

He wasn't selling a lot of car air conditioners—just enough to throw his refrigeration service operation off stride.

As this season approached, he cast about for a farm. He queried car dealers, but couldn't find one who'd promise him the service he'd need when he'd want it. Beyond that, he wasn't keen about letting the refrigeration phase of the installation escape from his control (he sees a car air conditioner job as 85% mechanical and 15% refrigeration in work load, but with the latter far more critical).

### Found: a Solution

Then Rosella found a Greenville fire-

man, whose combination of ample spare time and automobile mechanic's experience made him the key to the whole problem

The day before the job is scheduled, he calls the fireman, who picks up car and air conditioner at Rosella's the following morning, takes them home or to the fire station, installs the condenser, compressor, evaporator and hoses (this is the heavy work), and gets the car back to the store by about 3 PM that afternoon. If he runs into trouble, he phones Rosella's inside refrigeration technician, the man who handled most of the dealer's car air conditioner installations in 1956.

When the car comes back, one of Rosella's specialists takes over, evacuates and cleans the system, charges it with Freon,



MOST USEFUL SALES TOOL for Rosella (right) is display of component parts of auto air conditioner. He has demonstrator cars but finds that they are not vital; prospects are more interested in unit itself.

MORE

### SPECIAL REPORT

### Godwin . . . SELLS

of the unit was included.

Godwin's Vornado distributor gives him one-day installation service. On the morning of installation day, the customer drives to the store. From there, an employee takes him home or to work. The car is driven to the distributor, where an experienced two-man crew makes the installation, usually in something less than four hours.

### **Full List For Units**

Godwin likes his car air conditioner operation, tabs the product as "something new that's really going to go." This first year's market was small but clean—the units cost Godwin \$235, listed for \$329.95

(plus installation) and, more to the point, sold for \$329.95.

### Financing—A Big Hurdle

Godwin has encountered only one stumbling block worth mentioning in his first year as an automobile air conditioner dealer—credit. Throughout most of the summer, he hunted in vain for a financing source. Even banks which had handled his conventional appliance paper turned him down flat.

Repossession, they told him, would be extremely tricky, if not impossible, because of separation of liens—that on the car held by one mortgager, that on the air conditioner by another. A foreclosure by the former would leave the latter with a firm grip on the short end of the stick. Even if it could be initiated, getting the

air conditioner back would require several hours of a mechanic's time. Beyond this, however, the banks were not at all sure that the air conditioner doesn't become an integral part of the car in which it's installed, and is therefore legally incapable of being repossessed. Personal loan is the only basis on which banks will underwrite car air conditioners.

In August, Godwin finally found the bank he was looking for, but even here it's a matter of recourse all the way. Says the banker, after explaining that Godwin puts plenty of TV and room air conditioner paper through his organization, "Because we have confidence in this dealer, we're taking conditional sales contracts for car air conditioners on his endorsement. The ring, however, is in Mr. Godwin's nose."

### McKinstry . . . INSTALLS

The evaporator is mounted and encased, hoses are connected, the radiator is filled and the air conditioner's fan motor is hooked up to the ignition switch. Then the engine is started with the compressor engaged, and the unit pulls its own vacuum without benefit of vacuum pump (this has the double function of cleaning the system and readying it for charging).

Then with charging gauge and manifold, Mac (working alone now, because this is ticklish) charges the system from three one-pound cans of Freon to a pressure of about 150 pounds per square inch

at idling speed (slightly higher pressure in especially hot weather, lower in cold).

Mac bills his dealers monthly at the Vornado-suggested flat rate of \$40 per installation, plus extras such as radiator cleaning jobs, for which Mac pays cash.

Did McKinstry make money from the average car air conditioner installation he performed this year? Directly, not much; indirectly, considerably more. The average job cost him about five man-hours to install, another four hours of post-installation labor (the units are covered by a warranty of 4,000 miles or 90 days, with replacement parts on the house, but labor is furnished at the expense of the installer), for a total of nine hours.

In addition, Mac has to pay the postage on in-warranty replacement parts—

from Birmingham, if his distributor has them in stock; from Wichita if he doesn't.

Moreover, should a compressor seal develop a leak during the warranty period, the seal itself is replaced at no charge (beyond postage), but Mac has to pay for the three pounds of Freon, at \$1 a pound, needed to recharge the unit.

Somehow, Mac manages to spend an average of \$5 of his own money per unit.

Totalling all of these, and adding labor, then subtracting the sum from \$40, Mac estimates a net profit this year of about \$8 per installation.

He knows he has profited indirectly from his car air conditioner operation. Sooner or later, every consumer in whose car he installed a unit has learned who did the job.

### Rosella . . . DOES BOTH

leak-checks all connections and road tests the installation. This takes about 90 minutes. The customer picks up his air conditioned car that evening or the next morning, taking it for granted that Rosella's has handled the whole job. He's billed by the store for both product and installation on a single statement.

The dealer settles with the fireman weekly, paying him \$20 of the \$40 installation charge "suggested" by Vornado for each job completed during that week. Out of the remaining \$20, Rosella considers \$10 a reserve against service in the 90-day or 4,000-mile warranty period.

After all the subtraction, the retailer's left with little more than a ten-dollar bill per installation, but he's not complaining. He makes the sales at a healthy markup

(cost, \$230 FOB Memphis, on the distributor's special buying plan; list is \$329.95). His techs are only tied up to the extent of an hour and a half per sale, and his investment in the firemaninstaller has been limited to a few hours of training and some special tools.

In spite of the fact that car air conditioning is a firmly priced product with the magic appeal of newness, it has drawbacks, which Rosella sees clearly. For one thing, it's not well suited to his particular inside-outside sales operation. Rosella's salesmen usually make contacts inside the store, move outside to run them down, with trade-in allowances as their big gun. In car air conditioners, no trades.

Secondly, in-warranty labor can hurt, according to the Mississippi retailer. It's during a unit's first three months in operation, he says, that brackets and supports

may work loose, bolts strip, hoses and compressor seals begin to leak.

Finally, Rosella has found financing of the units decidedly tricky. Since he's a Frigidaire dealer, he has a credit source in GMAC, and that's how he sells most of his auto air conditioners. GMAC has a collection service, but it also has recourse, and Rosella pays the credit organization cash for repossessions.

Realizing that in car air conditioners he's got a potential lion by the tail (it's difficult to repossess them, and considered impossible by some credit sources on the ground that an air conditioner legally becomes a permanent part of the car in which it's installed), Rosella can only sell them where they'll stick, even though it narrows his market to cash sales or bluechip paper, one-third down and 12 months to pay are the only credit terms. End

# Sales Training for Servicemen?

Sure, says Fort Worth dealer Sam Weisblatt, whose servicemen attend weekly sales meetings. The result: nine out of every ten sales are made to old customers or referrals



**TRAINING** is not confined to formal meetings. On the sales floor Weisblatt, right, explains a product's features to a serviceman.

HEN Sam Weisblatt of Sam's Stop & Shop in Fort Worth, Texas holds a sales training meeting, his seven servicemen are right up in front of the class.

Why? Because Weisblatt believes that in an aggressive organization, servicemen must know how to handle customers on service calls and to be able to convince them that a new appliance should be purchased from Weisblatt.

It's paid off, too, says the Texas dealer. Weisblatt has found that 9 out of 10 sales are due to referrals and repeat customer purchases.

Sales training for servicemen pays off in two ways: First it paves the way for one of the store's two salesmen to approach customers whom servicemen believe should replace old appliances with new ones.

The second advantage is in the service-



man's ability to keep customers happy. When the men are trained in customer relations they realize that people frequently imagine troubles and often create nuisance calls. It's to the store's advantage to have men who are patient and courteous enough to overcome customer irritability due to a lack of knowledge about their new appliances.

### Confidence In Servicemen

"Incidentally," reminds Weisblatt, "this policy also creates customer confidence in servicemen. We've found that customers frequently ask for servicemen when they call the store. As a result, phone conversations often solve problems and avoid expensive home calls."

The important point to remember, Weisblatt adds, is that no customer complains without reason. Something is the matter, at least in the customer's mind, and it must be explained properly by men who understand customer relations and can talk in non-technical terms. In other words, servicemen need to know how and why people bought in the first place and must be able to explain problems in the light of a customer's lack of technical knowledge.

As an example, the Fort Worth dealer cited a customer who bought an air conditioner last year. He was under the impression his attic fan would help cool his bedroom by drawing cold air up from the downstairs air conditioner. The customer was irate because it didn't and complained the unit sold to him was no good. A serviceman went out, explained that the unit couldn't make this hot air cool enough for the bedroom. By careful

explaining in nontechnical terms the serviceman helped create a sale of a second air conditioner that day,

### More Cooperation

Still another advantage of having servicemen attend sales training sessions is to bring about more cooperation between servicemen and salesmen. Salesmen become more familiar with technical aspects of appliances they sell and can do a better job of explaining features. In many instances, this avoids customer misunderstandings about appliance operations and thus trims nuisance service calls.

On occasion, a customer will call the salesman when something goes wrong with an appliance. If salesmen are better informed on minor service problems, the store can again eliminate some nuisance calls.

"We're so pleased with the results of having our servicemen attend sales meetings that we intend to begin meetings devoted strictly to service problems and have salesmen sit in on these," adds Weisblatt.

### Should Servicemen Sell?

Although servicemen theoretically are not supposed to make the sale, it sometimes happens that they have created such an impression that prospects want to conclude a sale before a salesman sees them. In this case, the store pays a bonus to the serviceman. The amount varies between \$5 and \$20.

Salesmen don't object, the dealer stresses, because such incidents are few and far between. Besides he adds, salesmen know that because of the serviceman they are getting a lot of good leads and easier-to-make sales.

(Continued on page 81)



At the Nunn Electrical Supply Co., Lubbock, Texas, distributor, general manager C. D. Helm, left, and ad manager Allan Barrett get maximum impact from their promotions because

# They Give Dealers Ad-Agency Service

H OW can a distributor get his dealers to advertise consistently and to tie-in more effectively with factory advertising campaigns?

In Lubbock, Texas, Nunn Electric Supply Co. has solved this problem by acting as the ad agency for its retailers.

The program isn't compulsory but for those dealers who agree to go along with Nunn, general manager C. D. Helm can offer these advantages:

(1) The participating dealer is promised co-op based on a predicted volume for each quarter. If his volume falls below this level, however, the participating dealer still gets the full co-op funds originally agreed upon.

(2) Not all of Nunn's dealers can utilize all the co-op funds to which they're entitled. This happens when a dealer doesn't want to invest his full share in matching Nunn's funds or in some areas where dealers have no advertising media. In such cases extra funds can be made available to more active dealers in the program or for special promotions.

(3) Every participating dealer has the

advantages of having Nunn handle the planning and placement of ads to take maximum advantage of tying-in.

(4) Because the individual dealer's advertising is planned well ahead of time by Nunn, the dealer is able to qualify lower rates based on the total advertising planned in specific media. In Lubbock, for example, Bullard Furniture & Appliance was able to qualify for a \$1.70 per inch newspaper rate rather than \$3.25 as might have been paid under a hit-and-miss schedule. Radio spots on a quarterly basis were \$2 instead of the regular \$4.50.

### The Distributor Gains, Too

Obviously, the advantages of the Nunn plan do not lie exclusively with the retailer. There are advantages to the distributor when retailers follow this plan.

Most obvious of these is the ease of making sure that local advertising will be effective and timed to capitalize on factory or distributor promotions. Helm admits that the same thing *could* be accomplished without acting as the retailer's ad agency but he points out that it would involve

repeated calls on the dealer to make sure advertising was being run as planned. "Dealers may agree in advance to run a certain amount of advertising but they're busy people and they could easily forget."

Another advantage of the plan for the distributor is that he is well aware in advance of what his advertising budget will be, both at the distributor level and at the dealer level—money and space-wise.

In addition, Helm feels it is easier to sell dealers other merchandising programs if they have become convinced of what the planned ad program can do for them.

Finally, it frees the distributor salesmen from having to discuss advertising on each visit. He does it only once, when the original plan is proposed. After that he is free to advise dealers on other problems.

### How the Plan Works

First step in working out a quarterly advertising plan of this type is to forecast sales for that period. Anticipated volume for the 33-county area served by Nunn is obtained through the factory but adjusted locally on the basis of previous

sales, current buying power and the ability of farm areas to make a crop. The latter two figures are from state sources.

For each \$1000 of merchandise it buys, the distributorship accrues an average of \$40 in co-op funds, depending on the appliance concerned. Before funds are allocated to the dealer program, however, Nunn sets aside 15 percent of the total funds available for general promotion work—line folders, signs, and for use as a buffer fund to take care of overspending. Another 10 percent is set aside for line showings and dealer meetings. Finally, 20 percent is retained for use during special promotions and to fight unexpected competition that may arise during a quarter.

Specific advertising funds to dealers cooperating in the advertising program are allotted by figuring the average sales volume of the immediately preceding quarter and the same quarter a year earlier. For example, Bullard Furniture & Appliances did a first quarter 1956 volume of \$32,000 and a last quarter volume of \$44,000. This averages out to \$38,000 and the dealers thus received co-op money for the first quarter of 1957 based on this average, or four percent of \$38,000.

### Selling the Dealer

Field salesmen then contact the dealer with the ad program. An insertion schedule is recommended based on what local media is available and how insertions tie-in with national and distributor advertising. The recommended schedule can be changed by dealers to get more or less frequent insertions in various media.

Once a dealer signs the agreement he is through worrying. Nunn sends all mats—usually factory, though occasionally altered by the distributor—to the newspaper along with a schedule of dates requesting that the ads be placed at the dealer's regular rates. Dealers must check their own proof sheets for prices and terms and handle all bills. These bills are then turned in for co-op credit.

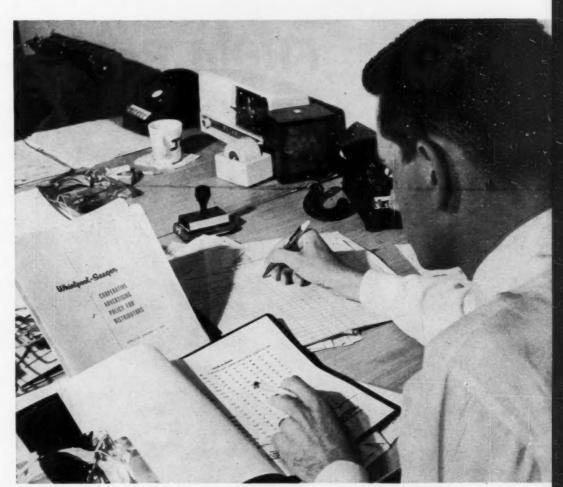
On rare occasions dealers alter these ads but these changes generally are in small print and relate to terms offered by individual stores or allow for larger signature cuts. The whole purpose of the plan, ad manager Allan Barrett points out, is to have as nearly similar ads as possible to achieve maximum impact.

If a dealer suddenly decides he wants to hold a promotion he can delete the regular mats and run his own promotional material. He must first clear such changes with Nunn, however.

### Does It Work

The ad program has been responsible for maintaining a fairly steady volume during the peak of the Texas drought, according to general manager Helm. It encouraged dealers to advertise with more frequency than they might have without the program and to take advantage of maximum impact. (Needless to say, it also tends to concentrate dealer advertising on the RCA-Whirlpool products which Nunn distributes.)

End

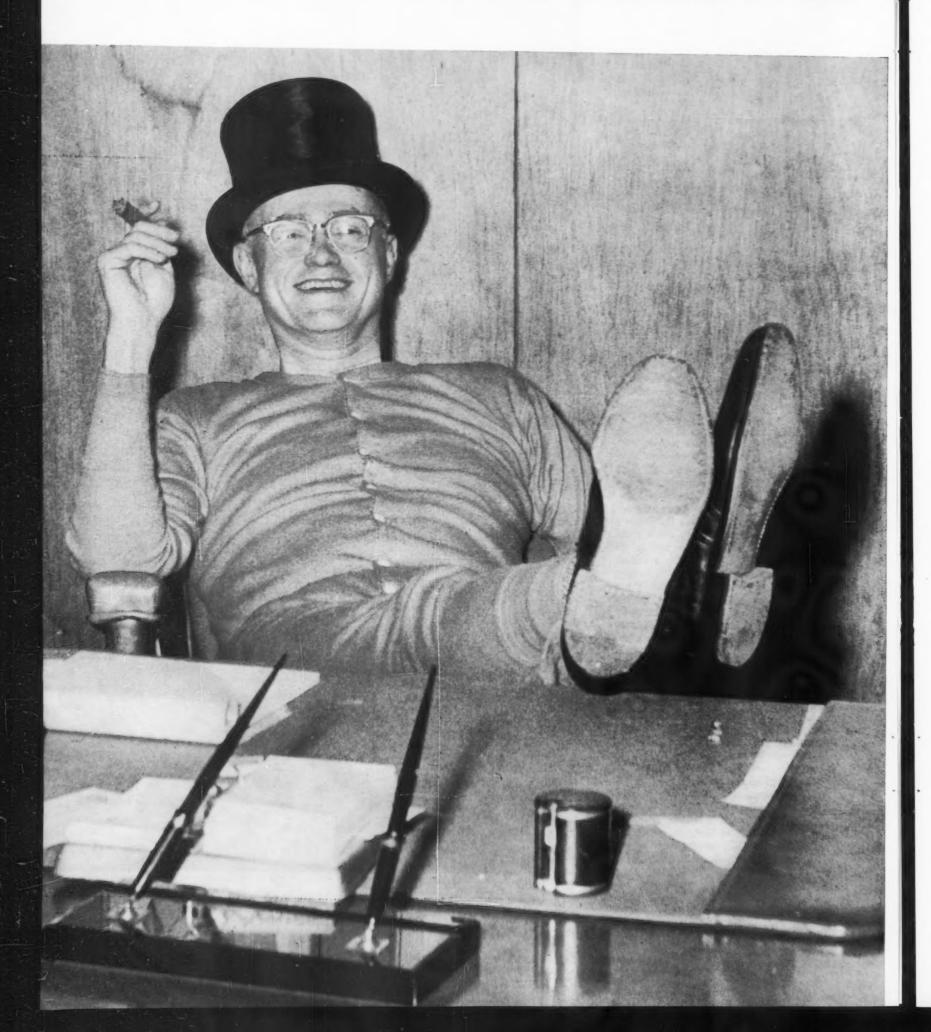


FIRST STEP in Nunn's dealer advertising plan is for ad manager Barrett to prepare quarterly ad budget, allocating factory and distributor co-op money by counties and by dealers.



EACH DEALER'S program is then explained to him by Nunn salesmen who emphasize the way in which the projected advertising will tie in with factory and distributor advertising.

# FROM RED FLANNELS TO



# RICHES IN EIGHT HOURS

All salesmen for distributor Ward Terry, Denver, turned up one morning in itchy underwear and derbies and in eight hours of telephone calls to dealers sold themselves into clothes and a new record total of orders for color TV



UNDERWEAR-CLAD salesmen spent the day at the telephone talking to dealers and trying to sell themselves into clothing items awarded with each 10 percent of quota reached. Presence of female employees produced embarrassment, stronger efforts.

HAT humor in appliance promotion isn't confined entirely to the retail end was spectacularly demonstrated by distributor Ward Terry & Co., Denver, Colorado, when the firm sold an all-time record volume in a single day.

Bob Barnes, sales promotion manager for the big Denver distributorship had been disappointed in previous all-out drives on color television sales and when the company's recent "Color TV Carnival" rolled around, he decided on a "short cut."

"Normally, when we set up an all-out drive, our salesmen cover the entire territory a week or so in advance, urging dealers to captilize on a newspaper, radio, and television program. The objective, of course, is to convince the dealer of the wisdom of building up both his stock and his showroom displays, as well as his local advertising program. All of this takes time, of course, and often, by the time the last dealer on the list has been contacted, we're pretty likely to have cooled off somewhat on the drive."

For the '57 "blitz," built around RCA Victor color TV, Barnes conceived the

brash notion of "doing the whole job in one day." This, of course, meant the use of the long distance telephone instead of personal calls, admittedly a tough proposition with the personal element removed. It also meant that a crew of five territorial salesmen, more accustomed to the "going out for lunch" type of sales routine would have to be clamped on a telephone for at least an eight hour day.

To solve the problem involved, Barnes set out to whip up enthusiasm at both ends. To insure that dealers would be impressed enough to sign on the dotted lines. Barnes contracted for the first full page, full-color newspaper ad ever to run in the Colorado capitol, announcing Ward Terry's Color TV Carnival, listing color shows presented in Denver and reproducing familiar television color sunbursts in every shade of the rainbow. This event was important enough, incidentally, that the newspaper ran a box on the editorial page directing attention to the fact that the first all color ad in newspaper history would be found within its pages.

### **Everybody Prepared**

This was an unexpected bit of cooperation which lent valuable extra attraction to the ad.

Next, a broadcast direct mail program went out a few days previous to the blitz, on a Ward Terry letterhead, containing a cartoon and the announcement, "Monday is RCA Victor Blitz Day." The cartoon showed one clown lighting the fuse of a skyrocket with another clown wearing a space helmet ready to take off. Copy pointed out that the dealer would receive a very important phone call on Monday, October 28th, and urged the dealer to stay close to the phone to hear about special pricing, new deals, and extra profits on orders written that day only. To insure complete coverage, the dealer was likewise invited to call in collect, in the event that the long distance call had happened to miss him for one reason or another.

There remained, of course, the problem of salesman cooperation. Barnes came up with perhaps the cleverest stunt in Ward Terry's merchandising history. He knew that to reach his goal each salesman would have to be galvanized with more than the usual commission incentive.

"We felt that there would be practical psychology in putting the salesman in to just as unusual a set of circumstances as possible," Barnes said. "This led directly to our purchase of eight sets of long underwear, eight derbys and high hats, and to informing the salesmen that they would appear for Blitz Day wearing red flannel underwear only!"

### **Embarrassment and Prizes**

Officially titled as "Red Flannel Blitz (Continued on page 84)

AFTER gruelling telephone sales blitz, distributor president Ward Terry could sit back with cigar, derby, long underwear and a big grin. His salesmen had sold as many color TV sets in one day as were ordinarily sold in three weeks.



For seven years appliance dealer Thurman McCoy, left, averaged only ten power mower sales per year. But in 1957 this Atlanta dealer sold ten times that many.

# PUSH ONE His secret...

# MOWER, SELL A HUNDRED

HEN an independent Atlantaarea appliance dealer sells a highend power mower at list, he can't help feeling a trifle proud—and a little lucky.

After all, his customer could have gone to Sears and paid \$42.95 for a private label two-cycle machine . . . could have bought a competitive model for \$44 at one of the city's two big, direct-buying department stores . . . could have driven a mile or two out of town to shop mowers at a roadside garden supply stand and been wooed with throw-in rose bushes.

This is the kind of market in which Thurman McCoy of McCoy's Appliance & Furniture Center in Chamblee, an Atlanta suburb, sold 100 mowers in 1957. But McCoy hasn't always moved mowers at that pace.

Eight years ago, he launched a typical

multi-line mower operation—the "several brands to choose from" sort of thing. For seven years, the new department created nary a ripple on the McCoy business graph. He maintained a two or three-unit stock, sold 10 or 12 a year, most of them on an "I-can-get-it-for-you" basis.

### Found: A Selling Formula

During the past winter, McCoy took a long, searching look at his power mower picture, made radical changes in an effort to get it pulling its weight. Result: 100 units sold this year at a \$100 average, or a volume of \$10,000.

This revitalized power mower operation can be understood only in the light of the dealer's retrenchment to a single line (Lawn-Boy). This is the hub on which it all turns.

For McCoy, there's no more onesietwosie stocking, no more catalog selling. He stocks his line across the board and displays it that way.

When he took on his new line (all twocycle), he had to do an abrupt aboutface. Until then, he'd handled nothing but four-cycle mowers and sincerely thought them superior. Now he's a twocycle man all the way, and with equal sincerity.

He overcomes the prime basis for buying resistance to two-cycle engines—the necessity of mixing a half-pint of outboard motor oil with each gallon of gas—simply by minimizing the trouble involved ("The man at the gas station is happy to mix it for you"), and selling the advantages ("No need to check the oil level, add oil or change oil . . . especially good lubrication from the gasoil mixture . . . lighter weight, since there's no crankcase").

From this point, he leaps ahead to

### Here are four merchandising techniques which help McCoy sell mowers



CAPTIVE MOWER, fastened to a steel stake with a 20-foot cable, stops prospects as they drive past McCoy's highway store in Chamblee, Georgia. Mower circles on and on for hours without any human guidance.



LIGHT WEIGHT is demonstrated when McCoy asks prospect to lift mower. Then, McCoy raises unit and drops it suddenly to demonstrate rugged construction.



AFTER DROPPING mower on ground McCoy shows ease of starting the unit by promising customer that he will stop trying to sell the mower "if it doesn't start the first time I yank the cord."



TRADED-IN UNITS are prominently displayed along highway to attract prospects. But once McCoy begins talking he quickly sells them up to a new unit instead.

other highlights of his two-cycle line ("More efficient, and less chance of stalling, because every stroke's a power stroke... fewer moving parts in the engine... less noise, because of below-deck exhaust... leather slip-clutch for engine protection... water-proof engine, can be hosed clean"). In short, he's a practitioner of positive selling, and a good one. In a line that stretches from \$69.95 to \$129.95, most of his sales fall near the high end.

### **Pulling in Prospects**

McCoy's store is located "in the country" on a high-speed highway some 10 miles from downtown Atlanta. Pulling prospects off the road has always been a challenge for McCoy. He's developed several techniques that work well in appliances and furniture and one that clicks perfectly for mowers.

He selects a 21-inch "Automower" self-propelled machine, fastens one end of a 20-foot length of heavy wire low on the righthand shaft of the handle, and passes the other end of the wire through the slits in the mower's grass discharge chute.

Then he drives a three-foot pipe 18 inches into the ground in the center of a grass plot between his store and the highway. He loops the wire over the pipe, gasses the mower, sets it on automatic drive at low speed, starts it up, and walks away.

The mower does the rest, going around and around by itself, creating a live display that literally has people hanging out of their cars. This alone brings in four or five prospects a day during the period McCoy uses it (spring through mid-summer). On weekdays, it's started at 4:30 pm, when people begin driving

home from work, and stopped between 6 and 6:30. On Saturdays, it is run all day.

### **Twofold Demo**

Backing up the live display are several conventional display models and three or four demonstrators, all out on the grass in their natural habitat. McCoy has developed a demonstration pattern in which he dramatizes the entire mower story, from starting through cleaning.

His starting demo is twofold, though both phases aren't always necessary. Initially, he goes to work with a demonstrator. He starts it, then shuts it off; lets the prospect start it; lets his wife start it. He insists that both lift it, testing light-

Next comes the cutting demo. The store's surrounded by grass, with formidable patches of weeds here and there, (Continued on page 88)





# Giant "March Only" Promotion

From America's Only Proven Line of Removable Control Appliances!

Money talks! And it talks the language consumers understand best . . . so this Spring Presto is unleashing a giant limited-time sale on the big-demand 11" Control Master Fry Pan. Traffic-build-

ing ads like this will run in *This Week*, *Parade*, and Independent Roto Sections ... reaching an audience of over 26,000,000 families and saturating your local market with a bring-'em-in price story.

YOUR PRESTO SALESMAN IS COMING YOUR WAY WITH UNBEATABLE SALES PLANS! WATCH FOR ANNOUNCEMENT!

## Presto Control Master Appliances

NATIONAL PRESTO INDUSTRIES, INC., Eau Claire, Wisconsin

\*Control Master is the registered trademark of NPI for its automatic electric heat control.

Remember, Only Presto Gives You a Head Start With More Than 1,000,000 Control Masters Already Sold!





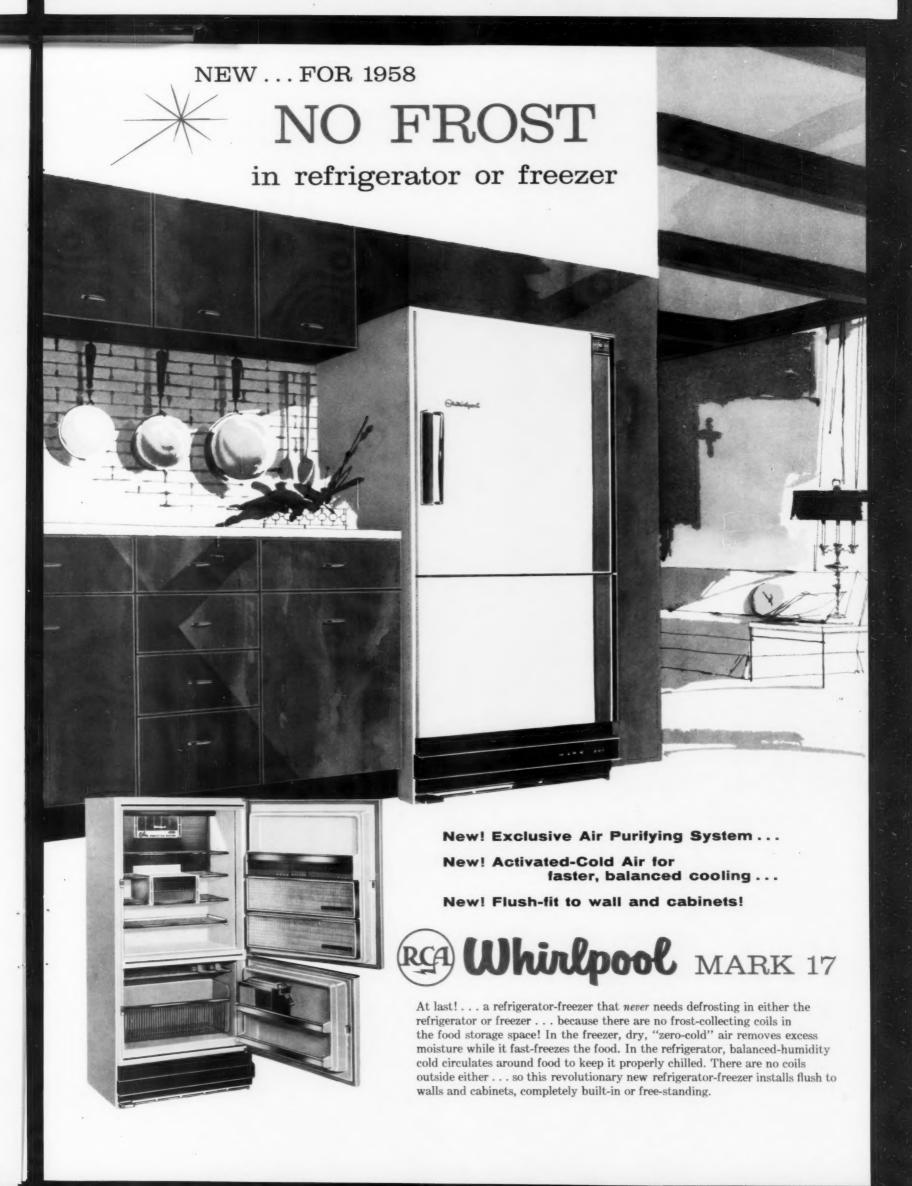












1958

with Air Purifying System





IMPERIAL MODEL EI 13T



SUPREME MODEL ES 12T



IMPERIAL MODEL EI 13B



**DELUXE MODEL E 12** 



**CUSTOM MODEL EC 8** 

A touch of rich rosewood color warms the exterior of the new Imperial models, adds unusual charm and buy-appeal to their sleek, smooth-line design. Two 13 cubic foot models, one with top-mounted freezer and the other bottommounted, are available in pink, yellow, and white. Two  $12\ \mathrm{and}\ \mathrm{two}\ 8$  cubic foot models complete the line. All have smart color-keyed interiors.



# REFRIGERATOR-FREEZERS keep food fresher, longer

It's one of the most important advancements in fresh food preservation in years . . . and only RCA WHIRLPOOL dealers can bring it to their customers! A silent, trouble-free fan circulates cold air from the refrigerator into the door storage compartments, through the ultraviolet rays of the purifying lamp and over the cooling coils. This system maintains correct, balanced temperature throughout . . . even in the door and retards the growth of bacteria and mold. Food stays fresh longer.

There's no stronger reason why you should sell, and your prospects should buy, the only refrigerator on the market that preserves the freshness and goodness of food longer . . . RCA WHIRLPOOL!



### Ice ejector

No more prying, pulling, or wasted cubes. A touch on the handle of the inverted tray showers ice cubes into a big removable. storage bin.



### Tilt-down fruit bin

Every food has its special place. For instance, fruit is kept in this deep, doorwide translucent bin that tilts out conveniently.



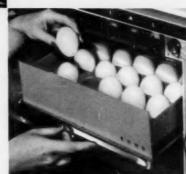
### Roll-out shelf

This big easy-action glideout shelf puts food right at finger tips. 70% of the shelf rolls out smoothly so food won't tip or spill.



### Slide-out egg rack

Eggs nest securely in this special compartment that protects their freshness... rack holds 20 eggs . . . slides out conveniently.



### NEW . 1958 RCA WHIRLPOOL FREEZERS

# freeze more food faster

Completely redesigned, these new freezers make extra storage space available without taking any more floor space. Seven prime freezing surfaces in chests and five in uprights provide fast contact freezing to capture food flavor at its peak . . . advance design, extra capacity freezing system holds food temperature within 1°. Chests are available in 21 and 17 cu. ft. models; uprights in 20, 16, and 12 cu. ft. models.



### Fast Freeze Fan.

This special fan blows "zero-cold" air over food to blast freeze it faster . . . just as in commercial freezing. (Optional.)

### Food temperature won't vary.

Tite-Seal construction, high density insulation, scientifically-spaced coils, hold food temperatures.



Dry cabinet construction and high density insulation stop moisture condensation . . . end sweating, dripping walls.







RCA WHIRLPOOL Home Appliances... Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

### Fast contact freezing.

All food is adjacent to a prime freezing surface in both chest and upright models.

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

## Here's a powerful "assist" to help your sales

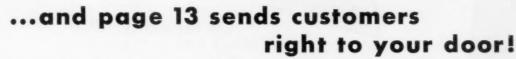
This 16-page entry blank

is <u>bound right into</u>
January issues of
3 great Meredith
idea books

A how-to-enter book
with official rules and instructions.
Plus detailed CHECK LIST covering all areas
inside and outside your home.

\$125,000 in cash prizes
Sponsored by
HOME
IMPROVEMENT
COUNCIL

Home Improvement Council, 2 East 54th Street, New
of products for the home; contractors, builders, and lending



**Imagine!** Three of the most influential *prime movers* in the home building and improvement field are putting *sales material* right into your customers' hands, so they can get started immediately! This \$125,000 contest is going to be the building industry's major effort in 1958, and no one knows the need for such a promotion better than home improvement suppliers and lending agencies!

This is *your* program, designed by your own industry, to help your business. Tie-in with it and give it your full support, because you will gain increased profits in the long run. Get hold of an entry blank yourself, and see what a good job page 13 does of building traffic for you and sending you "hot" prospects.



Circulation: 4,500,000



Annual Sales: 250,000



**Display this seal**—the sign of Contest Headquarters—so customers can recognize you as a contest authority. For further information contact: The Home Improvement Council, 2 East 54th Street, New York 22, New York. Phone: PLaza 1-7178, Don Moore, Executive Director.

### MEREDITH OF DES MOINES

-America's biggest publisher of ideas

for today's living and tomorrow's plans

# EUREKA! CLEANER DEALERS [2] [2] [3] [3] [4] [5] [6]

GIVE

SAVINGS!

On regularly \$8995

EUREKA

Super Automatic · Model 260 with 2-speed motor

### Eye-catching promotion helps make sales!

- Dominant, small space ad mats! All ready—and ready to order! These ad mats shout savings with a big, important look—yet are small enough to let you run them locally at a low cost—all during your own promotion.
- Direct mail stuffers! All ready—and ready to order! These stuffers will sell prospects
  where they live—give you a lively, low cost, interesting way to promote.
- Store display streamers! All ready—and ready to order! Promote this big Eureka
  value in your store with banners!



BETTER KEEP YOUR EYE ON EUREKA ... FOR

# WHO ARE CLEANING UP HAVE WHO ARE CLEANING UP HAVE WHO ARE CLEANING UP HAVE

### TAKE

DO PROFIT!

when you sell them at

\$6995

PLUS OLD CLEANER
REGARDLESS OF CONDITION

### HERE'S HOW IT FIGURES ...

give trade-in allowance of \$2000 sell at special price of \$695

You pocket a big profit of \$2000 on the cleaner plus big profit on the tools.

(this special offer confined to the United States)

### Eye-appeal-plus features guarantees sales

- 1. Beats dirt losse!
  2. Sweeps, combs nap!
  3. Suction cleans!
- Handsomely finished in pastel green, cream, and sparkling gold—truly dazzling in color, design!
- Exclusive motor-driven nylon dirt "Disturbulator" beats, shakes—sweeps, combs—and suctioncleans!
- Throw-away paper dust bags! Has patented throat and dirt pocket! Extra-large—convenient —sanitary!
- Easy to connect hose to cleaner!
- Converts to power-driven floor polisher in seconds! (waxer/polisher brush optional)
- Powerful, quiet 2-speed motor!
- Dirt-searchlight!
- Head only 6-Inches high!
- All metal no oiling!
- Complete cleaning tools available

THE BIGGEST DEALS IN THE CLEANER FIELD!

EUREKA WILLIAMS CORPORATION - BLOOMINGTON, ILLINOIS - In Canada: ONWARD MANUFACTURING COMPANY LTD., Kitchener, Ontario

### CHAIN STORES AND APPLIANCES

STORY STARTS ON PAGE 52

the first at Mid-Island Plaza in Hicksville, the second at Green Acres Shopping Center, Valley Stream, and the third at Manhasset's Miracle Mile. Each of these devoted at least 400 square feet to electrics, radio, tape recorders and TV. In March, 1958, a 90,000-square-foot store in Bergen Mall, Paramus, N. J., and another 105,000-square-foot store in Peabody, Mass., will have departments just as big or bigger.

"We may even have white goods in those new ones," says Ray E. Webber, merchandise manager of the chain, "but that's all in the talking stage."

Newberry's has started offering credit, an essential for selling big-ticket items. The plan is working in 91 stores. Service, of course, is a problem, but the firm is grappling with it.

"We have our headaches with service," Webber concedes," but they're not sufficient to deter us from continuing these departments nor from experimenting with white goods."

### For Penney, Anything that Sells

The 1696 stores of J. C. Penney make that firm the fifth biggest merchant in the country. Last year it did a total volume of \$1,291,867,000. Its handling of traffics, including radios and fans, is predicated on space. Whatever clicks is handled, thus making the skillet of one manufacturer, the toaster of another, and the coffeemaker of another important.

Asked about reports that Penney was about to experiment with credit, usually a precursor of handling big-ticket merchandise, an executive said: "It's news to me." He did not, however, rule it out as a future possibility. And while indicating there was no big push on at Penney's to expand electrics departments, and even to go beyond electrics, the same executive said, "But we're not rooted in cement, you know."

### Woolworth: Just Barely In

No more than 10 percent, or just over 200, of the 2137 stores of F. W. Woolworth, seventh biggest U. S. merchant and tops in the variety chain field, carry electric appliances. Last year the firm's volume was \$806,198,000.

A rough estimate gives portable electrics, including G-E and Westinghouse appliances, Admiral radios and a few brands of phonographs, not more than from 0.5 to one percent of this volume. In the outlets handling electrics, the traffic for volume must be there, and the space in a widely diversified inventory must be available.

Woolworth now has no credit system but is said to be experimenting with it in 30 or 40 outlets. Here, as elsewhere, it is acknowledged that to sell console television or any other bigticket merchandise, credit would be mandatory.

"Our interest in radio or bigticket goods," said a firm executive, echoing what other nonfood chain officials feel, "is in the gross dollars they bring. Even where the margins are slim, it would take fewer sales of such items to match what 50 other items, at better margins but far lower cost, would return in gross dollars. And it's the gross dollars which are applied to overhead, like, say, a salesgirl's salary."

### Kress: Halfway In

About 50 percent of the 261 stores of S. H. Kress Co. carry electric appliances. Included are irons, toasters, mixers, heating pads, hotplates, skillets, deep fat fryers, electric blankets, heaters, and clocks. The firm also carries fans and radios, but no TV or major appliances. There are no immediate plans to carry the latter. However, it is not excluded as a possibility at some distant date in the future. Kress neither has credit nor contemplates inaugurating it.

"Margins in traffic items are not always the highest," admits an executive of the chain, "but they're above average in dollar return. A girl making \$10 on a radio sale provides the gross dollars to pay a healthy chunk of overhead. It would take quite a few sales of small variety items to match those gross dollars."

McCrory Stores sell electrics on a limited basis, plan no major expansion, do not now have credit, and sell no TV or majors.

And so it goes. It seems obvious that in a day of rising

costs of doing business, the nonfood chains keep a weather eye on the gross dollars big-ticket TV and appliances could mean. Meanwhile, they have moved a long way in electric appliances.

The pre-war, inexpensive nonelectric appliances once sold heavily in these chains have succumbed to the rise of branded. electric appliances, which the public now accepts and pays for. Moving with the times, these chains have moved from promotional lines to top fair-traded brands. In every case at least one branded line and one promotional line is carried. In some cases two branded lines are handled. Newberry handles four. Despite any misconceptions to the contrary, the non-food chains favor fair-traded lines. They let their promotional lines provide price leaders, but they definitely like the better margins provided by fair-traded lines. One executive even gave that as a reason for not presently expanding in electrics.

"With fair trade suffering jolts here and there," he said, "we have to consider what would happen if fair trade disappeared. A product must return a reasonable profit to justify our handling it."

In the matter of buying, all non-food chains do not buy direct, as is more common with the automotive chains. Western Auto for instance, whose wholesale sales to 3,626 associate stores were \$210,288,000 in 1956, and Gamble-Skogmo with \$100,966,810 sales to 1,842 outlets, purchase direct (exact sales for electrics, TV and appliances unavailable). Manufacturers in the appliance industry sell these chains, however, because they have wholesaler-retailer direct ties. Similarly Goodyear, with independently franchised stores, buys electric housewares F.O.B. factory and ships to five warehouses across the country, whence the goods find their way to franchised stores.

For non-food chains to buy direct they would have to set up similar warehousing networks. There is no guarantee, either, that shipping charges would not wipe out buying advantages. To date most chains have not developed the volume to warrant

such associate distributorship arrangements. And, on the other hand, manufacturers must see the volume to warrant such an arrangement. Possible disruptive effects on the existing distribution setup is a further deterrent.

### Food Chains: Grand Union Sets Pace

What about the status of appliance selling in the food chains today?

Grand Union, of East Paterson, N. J., a 370-store chain scattered over New England, the Middle Atlantic States and Florida, and doing an annual volume of \$374,132,049, is turning into a pace-setter. Ranking tenth among food chains and 19th among the top U.S. merchants, Grand Union has not stopped at selling portable electric appliances. For 16 months it ran a trial major appliance and TV outlet in Keansburg, N. J., then decided to open similar operations in Albany and East Brunswick, N. J. Others in Danbury, Conn., and Poughkeepsie, N. Y., will follow. And the firm will not stop until 11 Grand Way Savings Centers are in full swing.

Over 11,000 square feet of space were added in Albany and 20 000 in East Brunswick to accommodate the new department. Lansing P. Shield, President of Grand Union, has indicated stores will range from 35,000 to 90,000 square feet, with as much as 55,000 square feet devoted, in some cases, to 10,000 non-food items. Nationally branded products, including G-E, Westinghouse, and Admiral majors are offered and charge accounts are provided. The appointment of Joseph Givner, formerly with Sears, Roebuck & Co., to be general manager of non-food stores, suggests Grand Union feels confident it can meet and lick the demands such departments create for trained sales personnel and for service.

As for exact volume at Keansburg in appliances, and the merchandising policies on which they're pinning hopes for success, Grand Union officials are not yet saying anything.

Food Fair, of Philadelphia, Pa., with 273 stores, mainly along the Atlantic seaboard and reaching into Florida, does \$545,000,000 annually. It has three experimental "Sav' Fair" units at Clearwater, Tampa, and St. Petersburg. Recently the firm's president, Louis Stein, seemed to negate any trend to

(Continued on page 72)



Here's Andy Anderson with

## the Westinghouse answer to YOUR 1958 Fan Profits!

Now...a fan manufacturer recognizes the problem you face in stocking fans for the summer season. And Westinghouse has the answer...a new plan to protect you against losses caused by cool summer weather. It's the new Westinghouse Stock Order Security Plan. The Westinghouse S.O.S. Plan permits you to stock up for summer, without worrying about overstock. Protect yourself! Order your 1958 stock under the new Westinghouse Stock Order Security Plan.



# Westinghouse

For complete information with the second sec	mation about S.O.S., and the Fan Line, write
	estinghouse Electric Corp.,
	ingheid, Mass.
653 Page Blvd., Spr NAME ADDRESS	ingueid, Mass.

# You're No. 1 in her mind



# when you're in her No.1 magazine!

Ladies' Home Journal reaches more women more effectively than any other magazine on earth!

More women buy and read Ladies' Home Journal than *any* other magazine.

The reason? Women know the Journal understands them better than any other magazine. And women understand the Journal better than any other magazine. It talks in women's own language, about things that interest women most.

This "person-to-person" editing moves women to look on the Journal as a much-loved member of the family. They ask its advice, blow off steam to it, tell their troubles to it, and firmly *believe in it* down to the last period on the back cover!

# No. 1 in Circulation

More women buy and read the Journal than any other magazine on the face of the earth! In 1957, Journal circulation reached a new high for women's magazines: an average of 5,520,000\* per issue ... a gain of a quarter-million copies per issue over the previous year.

\*Pub. est.

### No. 1 in Newsstand Sales

So vigorous is the Journal editorially that women buy it up at the newsstands in far greater numbers than any other women's magazine.

### No. 1 in Appliance Merchandising

The Journal has the most stimulating and helpful merchandising program in the appliance field. The Journal's yearly contest for Creative Retail Appliance Salesman of the Year keeps everybody talking Journal. And throughout the year the Journal provides dealers with hundreds of selling ideas, via the monthly "First Aid Kit."

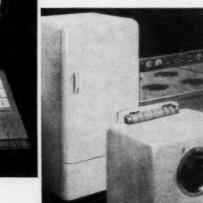


# No. 1 in Advertising

Last year advertisers invested nearly \$30,000,000 in the Journal — a gain of 14% over the previous year! The big names in appliances were there in force, and only naturally. Nearly half the women who shop in appliance stores read the Journal; and advertisers know it's generally the woman who decides the brand of appliance a family buys.







Never underestimate the power of the world's greatest magazine for women...

Ladies' TOURNAL

### CHAIN STORES AND APPLIANCES

STORY STARTS ON PAGE 52

electrics by insisting that if department stores and discount houses could not get profitable margins out of electrics there was no reason to expect food chains could. However, a spot check of the experimental unit in Clearwater in December, 1957 was very revealing. An electric appliance department displayed some 200 portable appliances. Included were coffeemakers, irons, mixers, blenders, deep fat fryers, hair dryers, knife sharpeners, waffle irons, toasters, vacuum cleaners, and radios. In a separate section of the store radios were on display. In still another section clocks for every room in the house were arranged. And in still another a Christmas gift section arranged some 20 portable appliances, including frypans, deep fat fryers, toasters, irons, and coffeemakers.

### Safeway Goes Discount

Safeway, of Oakland, Calif., with 1,825 stores heavily concentrated on the West Coast and spotted in Middle Atlantic States, has launched several discount centers within existing stores to sell TV, air conditioners and electric housewares. Safeway is one of the big three, does an annual volume of \$1,-777,135,270, ranks second only to A & P among the food chains, and yields second place among the nation's merchants only to Sears, Roebuck. This push of Saveway's into the appliance-TV field apparently was measureably slowed when traditional dealers on the Coast raised storm with their suppliers. In one area the chain has even moved to close out such discount centers

When Kroger, of Cincinnati, Ohio, a chain with 1,476 stores blanketing the Midwest and Great Lakes area, and reaching down into Texas, bought the Henke & Pillot chain in Houston, it was felt H & P would provide Kroger with the knowhow to sell electrics and related products on a large scale. Joseph B. Hall, president of Kroger, announced recently, however, that he has no plans to expand into the home appliance field. Hall related gross margins to turnover. He felt the "velocity" of sales might be too low in electrics, radio, TV, and appliances. These products, he says, face steadily increasing delivery and trucking costs.

Hall, however, cagily does not rule out these products for the future. In essence he admits that while Kroger "is not plunging in now" it is "watching and experimenting."

Kroger, it must be remembered, is also a member of the big three, with total annual sales of close to \$1.64 billion.

### A & P Experiments

A & P, the number one merchant in the country and the leader of the big three food chains, is not saying just how extensively it carries portable electric appliances in its 4,100 stores (concentrated in the East and Midwest, and scattered along the West Coast). It is understood, however, that the chain is experimenting with selling radios and clocks in Philadelphia and in Charlotte, N. C., and that sundry bigger stores in the East display electrics.

There are numerous other multi-million dollar food chains with regional strength which show marked activity in appliances. Many of the Penn Fruit stores in Philadelphia carry electric appliances, radios and even portable TV and president Samuel Cooke says that profit and volume from non-foods will encourage "continuing research and significant changes."

The Weingarten supers in Texas and Louisiana are report-

ed to have hit 22 percent of volume in non-foods last year, at least a small part of it in electric housewares. And Schwegmann's in New Orleans shows a marked interest in the field.

In New England, Stop and Shop has experimented with leasing space to outside operators for the sale of records, radios, phonographs, and TV sets in its regional chain. And a chain like Alpha Beta in Los Angeles, heavily committed in housewares, is considered a likely type operation for trial selling of electric housewares.

While much attention has been focused on the food chains themselves, significant developments among the independents has implications for the future.

In 1956, 310,000 stores in the grocery field had sales of \$42.5 billion. The chains, with 18,000 stores, or six percent of all stores, captured \$15 billion of these sales. But some 90,000 independents, banded together in "voluntary" and "cooperative" groups, outstripped the big chains with \$18.9 billion in sales. Those who fared worst were the unaffiliated independents, some 202,000 of them, who did only \$8 billion in sales.

Are these independent groups active in electric housewares?

Take one independent chain, CGC, the Certified Grocers of California, which has 1,112 members with 1,440 stores. In 1956 this group of independents had warehouse sales of approximately \$250 million, expects to

top \$300 million in 1957. Its 1957 electric housewares inventory for the peak Christmas season topped 1956 by 50 percent, and it had better than 175 branded electric housewares products listed in its catalog, including many top names.

### **Present Outlook**

There is no question that supermarkets are increasing the space allotted to non-foods. A study revealed at the recent 24th National Association of Food Chains conference in Washington disclosed that in the past five years housewares and hardware sales have doubled in relation to total sales. The study also revealed that supers were increasing the space allotted to non-foods by an average 20 percent.

This calls for no conclusion jumping, however. The bulk of non-food sales gains in food outlets still remains in housewares and hardware, with nominal gains in records. And most space increases were in the same areas.

As with the non-food chains, the concept is firmly rooted with food chains that products like electric housewares, radios, portable and even console TV, and major appliances require skilled sales personnel and the machinery to cope with delivery and service problems.

Low margins in themselves are not likely to discourage food chains from taking on appliances. Products they now handle reflect a wide range in margins. Cigarettes at nine percent, fish at 18 percent, facial tissue at 24 percent, light bulbs at 47 percent, and spices at 37 percent illustrate the diversity of return. The question remains as to how the short margins in electric housewares and in major appliances and TV fit into the margin mix of the supers-as they relate to space, velocity and expense of handling.

A further factor may influence future decisions of the food chains. Mass retailers like Korvette, Two Guys from Harrison, Masters, and other large outlets in metropolitan centers are moving into the food field, solidifying the one-stop shopping trend. The day may come when the food chains have no choice but to move into the appliance field, salesmanship and service problems notwithstanding.

### The Prospects

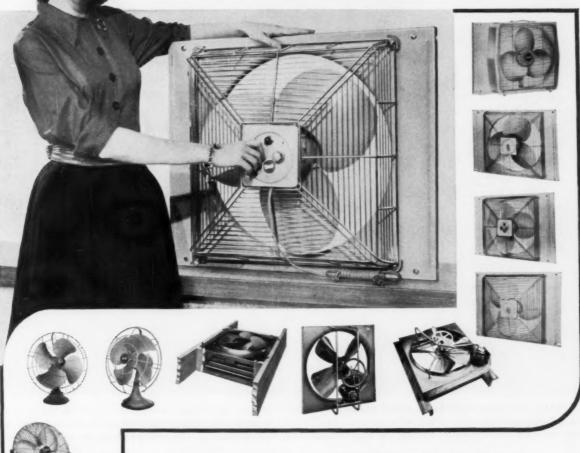
Veteran appliance-TV men, themselves high-velocity sellers, (Continued on page 76)





## DIEHL 1958 "FANORAMA"

16 Models-Made to fit any need-any budget



**DIEHL**—the complete line for '58 gives you a fan custom built to the cooling requirements of any prospective customer. High quality construction throughout is backed by a 5 year guarantee against manufacturing defects. Selling features in each model are designed to increase customer satisfaction . . . and dealer profits.

Get in touch with DIEHL before you make your 1958 fan commitments.

Ask your distributor for the new 1958 Diehl Fan Catalog. 16 full-color pages show the most complete, quality-built line of fans and ventilators.

Five year guarantee against manufacturing defects



### **DIEHL MANUFACTURING COMPANY**

Electrical Division of THE SINGER MANUFACTURING COMPANY
Finderne Plant, SOMERVILLE, NEW JERSEY

Baltimore \* Chambles, Ga. \* Charlotts, N.C. \* Chicago \* Cincinnati \* Cleveland \* Milwaukes \* Needham, Mass. \* New York \* Los Angeles \* Philadelphia \* Pittsburgh \* Syracuse



"KELVINATOR COMES UP WITH SOME GREAT PROMOTION IDEAS," declares Mr. Rusk, "but this one really stands out. We put it to work just as our District Manager pitched it to us and it got results." Here, Mr. Rusk shows how clean a "Caresse" rug comes out of the washer after only a five-minute cold water wash and rinse. "Kelvinator's 'Magic Minute' is the best sales-making feature ever built into an automatic washer," claims Mr. Rusk.



Mr. Hugh Rusk
Partner
Rusk and Morrow
Appliances
Decatur, Ill.

Ask Hugh Rusk, he'll tell you:

# "KELVINATOR'S 'MAGIC CARPET CARNIVAL' BROUGHT IN 585 LAUNDRY PROSPECTS IN 3 DAYS!"

"We never had a hotter promotion.

Our Kelvinator washer sales skyrocketed!"



Kelvinator's "Magic Minute" demonstration is the heart of the effective "Magic Carpet Carnival" that's setting a new sales high at Rusk and Morrow. The "Caresse" rug provides a dramatic way to show the thorough washing ability of Kelvinator's exclusive "Magic Minute"-60 seconds of automatic pre-scrubbing in double-rich suds that cuts grease and grime before the regular washing begins!



TEAMWORK between Kelvinator District Manager, "Pete" Peters, and John Morrow is evidence of how closely Kelvinator works with dealers. Here they put up display pieces provided by Kelvinator to build excitement around the "Magic Minute" demonstration.



you let prospects dirty up the rug them-selves before you put it in the washer. It's what show people call 'good theater'—and it sure works for us."



customers tramp on Rug before demonstration starts. "It adds to the believability," Mr. Rusk says, "when you let prospects dirty up the rug themselves before you put it in the washer. It's what show people call 'good theater."

MORE "SHOW BUSINESS"—MORE "HERE'S A REAL HELP," says Mr. Rusk. SALES! Traffic-building feature of the "Magic Carpet Carnival" is the "Magic woman to understand all the advantages 30" game. Here a hopeful winner draws she'll get in a Kelvinator washer. It's a good 'step-turbush show people call 'good theater."

This gives the salesman a smooth way. This gives the salesman a smooth way up' sales tool to get into the Kelvinator dryer story. top-end sales.



woman to understand all the advantages she'll get in a Kelvinator washer. It's a convincer, believe me. It's a good 'stepup' sales tool. It helps us get a lot of

ONLY WHAT'S BEST FOR OUR DEALERS

IS GOOD FOR KELVINGE







# A value leader at each price level

They sell on sight with Arvin's superbly smart, tasteful styling! They sell on sound with Arvin's famous velvet voice tone! They sell on quality with Arvin's traditional engineering excellence and fine craftsmanship! All models have 5 tubes including rectifier, printed wiring, automatic volume control.

### **NEW**

The latest in stand-out style appeal. Automatic "on-off" and alarm set plus 1100-watt appliance outlet and accurate clock timer; loop antenna; Alnico "V" PM speaker; 5 tubes, including rectifier; Conelrad dial markings. Choice of fashionable colors: brilliant flame or charcoal. Model 5572—\$34.95\*







NEW Highest distinction in every detail. The jewel-bright, panoramic clock face is exceptionally easy to read. Slide-rule tuning; slumber switch; 1100-watt appliance outlet; air loop antenna; 5-inch Alnico "V" PM speaker; 5 tubes, including rectifier. Ivory or flame. Model 5578—\$44.95\*

Strikingly individual design. Automatic "on-off" and alarm set, plus 660-watt appliance outlet, accurate clock-timer. Slide-rule tuning; slumber switch; Alnico "V" PM speaker; 5 tubes, including rectifier; air-loop antenna. Pink or Nile green. Model 5561—\$39.95\*

NEW Budget-priced marvel in beauty, performance. Automatic "on-off" alarm set and 660-watt appliance outlet, accurate clock timer; loop antenna; Alnico "V" PM speaker; 5 tubes, including rectifier. Ivory or willow green. Model 5571—\$29.93\*

\*Prices suggested retail for Zone 1.



Electronics and Appliances Division

### Arvin INDUSTRIES, Inc., Columbus, Indiana

Arvin also manufactures Arvin Portable Electric Heaters, Fans, Car Heaters, All-Metal Ironing Tables, Leisure Furniture and "Charky" Grills.

### CHAINS AND APPLIANCES

STORY STARTS ON PAGE 52

differ as to the prospects food chains have for making a success with appliance-TV departments. "It's the service and complaints that will break their backs," says one group. "There's no point in discounting them as potential competition," says a second group. "Where else can a merchant have three cracks a week at a customer?"

One particularly astute observer points out a trend of "market encroachment" among supers. At one time, he points out, super markets would survey an area. If it was found that another outlet served it, the extra market would shy away. Now food chain outlets don't care if they overlap. They've reached a stage where they have to battle for customer business.

"The point is," says this observer, "they now must reach into the non-food field to step up this competition. The more progressive food chains are experimenting with electric appliances, TV, and majors. If they live long enough with the problems they'll make it work. The question is at what point will they stop and drop these products, or say 'We'll stick with them forever'? I'd say they'll find it mighty tough to make a go of it in New York. But they stand a good chance of making these departments work in other parts of the country. Big questions for them still are warehousing, servicing, and delivery. Plus the risk they run of losing a customer because of service complaints."

Regardless of how the food chain experiments work out, they will still have to procure goods. In 1955 electrical distributors normally supplying traditional appliance-TV dealers still accounted for some 55 percent of electric housewares shipments. (1956—56 percent.)

"Our company is watching the situation, of course," says more than one electric housewares manufacturer's spokesman. "But there are no plans to alter the traditional distribution pattern."

As for the bigger field of appliances and television, a spokesman for a full line manufacturer says: "Before any direct selling to food and non-food chains could occur, the present independent distributor setup would have to give way completely to factory branches."

End

Here's your answer to steady year 'round volume!

# FEDDERS revolutionary HEATING AND COOLING AIR CONDITIONERS



they cool in summer...heat in winter...keep a bonfire under your sales all year 'round...

# SELL AIR CONDITIONING WITH THESE GREAT NEW

You can sell air conditioners right now. Year 'round heating and cooling for your customers means year 'round selling for you . . . winter and summer. You can order today because you can sell them today!

Terrific sell-up story for spring and summer. Besides those wonderful winter sales-you've got a great

sell-up, trade-up feature—extra months of comfort for the price of summer air conditioning alone! Goodbye to "hot spell" gambling. No more jittery waiting for hot weather to start your inventory moving. You've got a year 'round appliance that will sell every month of the year. So why take chances on "1957 leftovers" that are strictly seasonal.

Exciting new selling opportunities with Fedders Cools-and-Heats Air Conditioners



"between-season" days



stay-up-late apartment dwellers



rooms



sickrooms

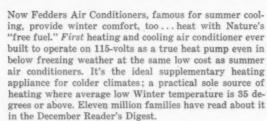


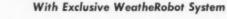
summer cottages. mobile homes



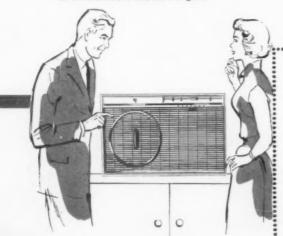
for new construction ... farm homes

### World's first year 'round 1-HP, 71/2-Amp. heat pump World's first year 'round 11/2 HP, 115-Volt heat pump





- Automatic Defrost Cycle . . . assures continuous heat pump action even in below freezing weather. (When other heating and cooling air conditioners "ice up" and fail to operate.)
- Lower operating cost than any other heats-and-cools air conditioner; 11/2 HP and 1-HP 115-volt models slash installation costs, too!
- Deep Cold Cooling Reserve...and Vari-Air Control...provide outstanding performance and quiet cooling even on the hottest, muggiest days.
- 1-HP (7½-amp) and 1½ HP (12-amp) models for operation on 115-volts; also 1-HP, 11/2 HP and 2 HP models for 230-volt and 208-volt current.



To help you sell in December, January, February

#### NATIONAL ADVERTISING ... DEALER ADS DIRECT MAIL...IN-STORE DISPLAYS...

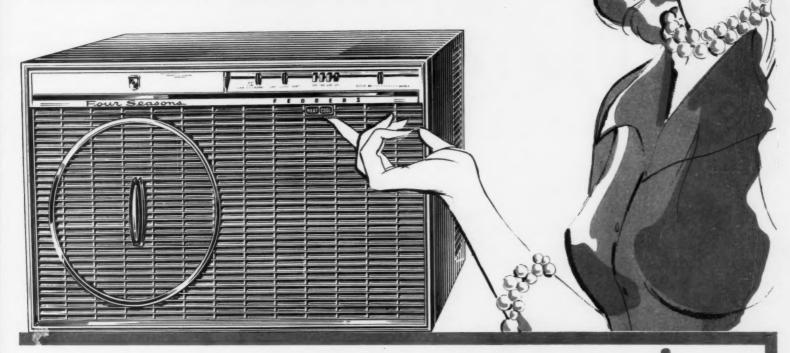
Everything you'll need to make sales bloom where never a sale grew before. Tie in with Fedders great mid-winter promotion that will tell America about science's year

Of course... A FULL LINE OF NEWS-MAKING SUMMER AIR

CONDITIONERS, TOO. For every room... every type of wiring... every budget. From ¾ HP to 2 HP. All with THIN and Low styling; all with Deep Cold Cooling Reserve, all with Vari-Air Control.

# THIS WINTER 1958 FEDDERS

fort ne! ery ory will ces



## Amazing **FEDDERS** "Four Seasons"— the "anywhere...any weather" Air Conditioner

Heats...Humidifies...Cools...

De-Humidifies...Ventilates...Exhausts...

At last—a heat pump air conditioner practical everywhere in the United States! May be used as sole heat source in any climate since it delivers up to 10,000 BTU's of heat even when it's zero outside—as much heat as a radiator or convector in many central heating systems. Outstanding economy of operation provided by continuous heat pump action in below freezing weather. Automatic 2-stage reserve heat in extremely cold weather.

1-HP and 1½ HP models for operation on 230-volt and 208-volt current.

Exclusive WeatheRobot System...responds automatically to any change in outdoor temperature with a variety of indoor comfort services:

- Switches from cooling to heating automatically as needed; turns on 2-stage reserve heat to provide continuous indoor comfort in any weather.
- Automatic Defrost Cycle . . . prevents ice forming on outside coil, permitting continuous heat pump action; provides operating economies never before possible.
- "Four Seasons" Humidifier . . . adds healthful moisture to indoor air while heating.
- Deep Cold Cooling Reserve . . . Cooling coil can operate 25% colder than other air conditioners in hot weather for faster, more thorough cooling.
- Vari-Air Control . . , completely new, assures quieter operation, without loss of cooling efficiency.

More revolutionary features, more revolutionary products in 1958 than ever before!

## **FEDDERS**

**World's Largest-Selling Air Conditioner** 





SERVICE MANAGER Abe Bussell discusses a repair job with Irving Murray. Service jobs often lead to replacement sales.



THE YELLOW PAGES EMBLEM on building and repair trucks also reminds people to look for Brooklyn & Long Island Bendix in the Yellow Pages when they need reliable appliance service.

# "ALMOST ALL SERVICE CALLS COME FROM OUR YELLOW PAGES ADS"

says IRVING MURRAY
Brooklyn & Long Island Bendix Service
Brooklyn, New York

"Results have proved to us that people turn to the Yellow Pages when appliances need service. Almost 100% of service calls come over the phone."

The Brooklyn & Long Island Bendix Service has been advertising in the Yellow Pages for 15 years. Today the two partners—Mr. Murray and Eugene Soloff—advertise in the Brooklyn, Nassau, Queens and Rockaway directories. This advertising gets them new customers and reminds old ones.

People just naturally turn to the Yellow Pages when they are looking for appliance sales and service dealers. That is why display ads and listings under appropriate Trade-Mark headings of well-known brands in the Yellow Pages will direct more customers to you. Telephone your local telephone business office. AUTHORIZED
SALES & REPAIRS ON

• WASHERS BENDIX • IRONERS
• DRYERS BENDIX • PARTS

• THOR • NORGE • WESTINGHOUSE
• WHIRLPOOL • HOTPOINT • HAMILTON
• MAYTAQ • ETC.

• WICONDITIONAL 1 TR. WRITTER

• WICONDITIONAL 1 TR. WRITTER

• UNCONDITIONAL 1 TR. WRITTER

• WASHERS
• DEAD OF TRANSPORTED TO TRANS

DISPLAY ADS like this ¼ page (shown here reduced) and 11 Trade-Mark listings in the Brooklyn, Nassau, Queens and Rockaway directories keep the service calls coming in.

#### RECORDS ARE KID STUFF

STORY STARTS ON PAGE 54

the following reasons:

First: "Records are one of the cleanest stocks I could hope to handle. Storage and space constitute no problem, and display is adequately provided for with the self-selling covers that have become an important feature of the lp's.

Second: "There is never a question of what is going to be a selling feature, as with the majority of appliances, nor as to what a new model is going to feature. Records are basically fresh, a new stock coming into being each month, an older one fading from the sales picture.

Third: "Record are self-promoting once you've established yourself as the community source of supply. The housewife who has been to a New York show the night before; the school girl who heard a number sung by Perry Como on a TV spectacular; they've both been pre-sold on what they have decided they would like to have as an addition to their record collection."

Fourth: "They tie-in naturally with the stock of any dealer who merchandises any of the entertainment mediums, radio, television and hi-fi. More and more people are becoming interested in recorded music, and the expanding sales of record players are just another reason that the records can be a key sales source for this particular type of dealer."

Lastly, with a gross record volume of nearly \$50,000 and a comfortable markup which averages 38 percent, Pawlyk is satisfied that his sales policy will keep him comfortably ahead even though discount stores will sometimes press hard op his business heels.

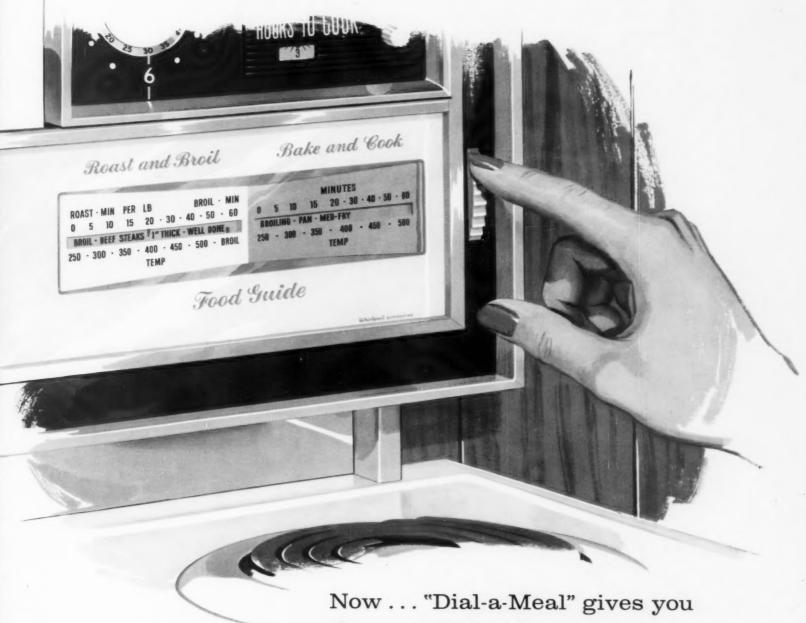
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"THOSE GAS PEOPLE JUST WON'T GIVE UP, WILL THEY?"

Makes cooking even more automatic . . .

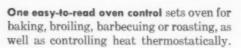
## FOOD GUIDE

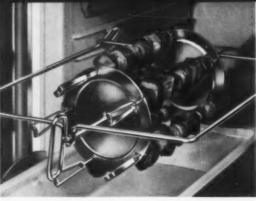


Now... "Dial-a-Meal" gives you the strongest sales story ever with the all-new 1958









**Exclusive automatic Ka-Bob** has 5 skewers that attach to rotisserie spit . . . turn individually for perfect, over-all cooking.



**Exclusive "2-Set" clock** is the easiest-to-set timer ever. Just set time to stop and cooking time . . . that's all.

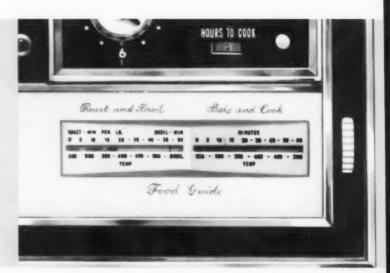
longe

## "Dial-a-Meal" FOOD GUIDE ...

that make it easier to sell the 1958

## Exclusive FOOD GUIDE

Automatically cooking is simpler . . . because the Food Guide selects correct time and temperature for roasting, broiling, baking, and cooking. Just dial the Guide for the food to be cooked . . . and both the temperature and time are shown for perfect cooking results.

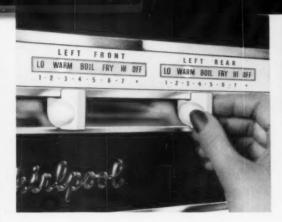




## Exclusive new ROTO-BASTE

#### scoops up juices, spreads them over meat evenly, automatically!

No more reaching into a hot oven to dip up gravy . . . no more dried out roasts. Roto-Baste takes care of all that automatically. All during cooking Roto-Baste revolves to dip up juices, to spread them evenly over meat . . . to baste perfectly with no bother, no fuss. And, the exclusive, low-heat barbecuing gives meat that delicious "deep South" flavor.



**Infinite heats on all surface units...** no longer are your customers limited to 5 or 7 heats. It's a big plus!



**2-in-1** thermostatically controlled unit . . . makes every utensil automatic. Adjusts to 6" or 8" pans.



Flash unit heats in less than 13 seconds for truly high speed cooking. Heats are infinite for greater cooking flexibility.

### heads a long list of new features



Never before has there been a range with so many new and automatic conveniences . . . with so much built-in buy appeal! The time-saving Food Guide . . . the work-saving Roto-Baste and unique Ka-Bob rotisserie . . . the special low radiant-heat barbecuing . . . the easy-set Guide-Lite control with infinite heats on all top units . . . are just a few of the many all-new and exclusive features that put these 1958 RCA WHIRLPOOL ranges years ahead of all others. Don't wait for competition to copy tomorrow the features your prospects can have today.

Start selling RCA WHIRLPOOL electric ranges now . . . and you'll profit all through 1958!



## The big value IMPERIAL model

with Guide-Lite controls, "2-Set" timer, infinite heat units, flash unit, thermostatic oven control, Bar-B-Kewer meat oven, oven light, timed outlet, plus many more.

## The magnificent MARK XXX model

This is the finest-of-all 1958 RCA WHIRLPOOL ranges... with automatic features beyond compare: Food Guide, Guide-Lite controls, "2-Set" timer, infinite heat units, thermostatic and flash unit, plug-in griddle, automatic meat probe, rotisserie, oven window, and many others.

## The step-up CUSTOM model

with 7-heat rotary controls, thermostatic oven control, automatic timer, interval timer, signal lights, timed outlet, Balanced-Heat oven.



### Budget special DELUXE

#### model

with 7-heat rotary controls, thermostatic oven control, Balanced-Heat oven, oven light, Dispos-A-Bowls, oven signal lights.



... AND THESE GREAT NEW
FEATURES MAKE



built-in ovens and top cooking units

MORE VERSATILE ... MORE
AUTOMATIC THAN EVER!

Now, in addition to versatile installation, you can also offer the finest of features for truly automatic cooking. Because here, in the brand new RCA WHIRLPOOL built-in ovens and top cooking units, you have the same sensational features that make cooking easier and much more automatic. They'll help you sell more and profit more in the ever-growing market for built-in kitchen appliances.

#### plus...

- Automatic Meat Probe . . . that signals when meat is cooked to just-right doneness.
- Exclusive "2-Set" Timer... the easiest-to-set timer clock ever... plus buzzer reminder.
- Low Radiant-Heat Barbecuing . . . that barbecues meat good as all outdoors.
- Thermostatic Surface Unit . . . that makes every utensil automatic . . . ends burning, boil-overs.
- Balanced-Heat Oven . . . bakes and browns perfectly no matter where food is placed in the oven.



distributor.



## Or ne

#### Exclusive new Roto-Baste

One demonstration of this wonderful new cooking aid will do more to sell an oven than you ever dreamed. It's the perfect answer to a woman's wish for truly automatic cooking.

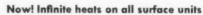
#### Exclusive new Ka-Bob

Attached to the rotisserie, five spits revolve individually to cook the most delicious shish-kabobs you or your prospects have ever tasted. It's yours only on an RCA WHIRLPOOL!



#### New Jetube units

These new thin Jetube units heat up faster, cool down faster... to provide the most satisfactory cooking since the invention of the electric range.



Not just one, but *all* top units have infinite-heat controls . . . to give an unlimited variety of temperatures for much more accurate surface cooking.

RCA WHIRLPOOL Home Appliances . . . Products of WHIRLPOOL CORPORATION St. Joseph, Michigan.

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

#### SALES TRAINING

STORY STARTS ON PAGE 57

Weisblatt carries Admiral, Zenith and RCA TV lines and Whirlpool, Hotpoint and Admiral white goods. Together with distributor representatives, manufacturer and utility films plus utility dealer contact men he has a wide variety of programs for sales meetings.

Certainly one overall advantage of the store's stress of customer relations is to eliminate a top-heavy advertising program.

"We want new customers, of course, but when we can generate repeat sales or count on referrals the need to depend on advertising is lessened. As a result," he points

#### LISTENING . . .

. . . "for the electric industry, 1958 will see the largest construction program yet undertaken, including the scheduling of 16.25 million kw of new generating capacity."

J. W. McAfee, president Edison Electric Institute

out, "our advertising is limited to small ads which run more frequently."

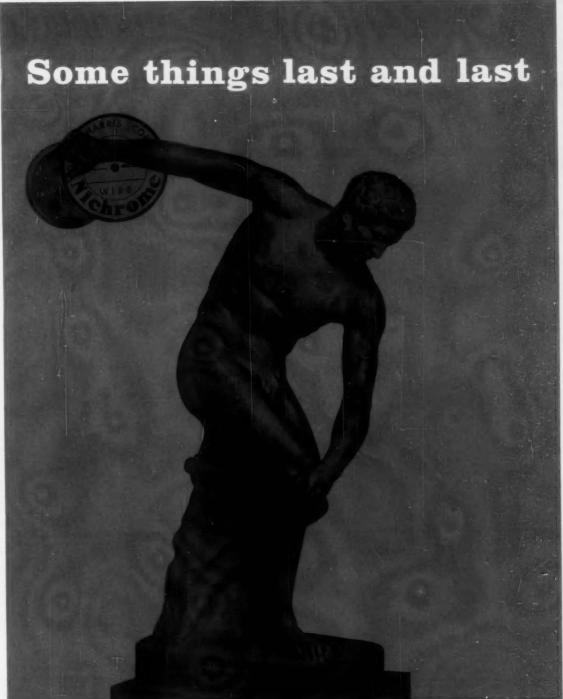
The store only spends \$2,000 of its \$300,000 volume for advertising, a smaller than usual amount than the dealer thinks would be the case if he didn't have referrals and old customers on which to depend.

"The important point for any dealer to remember," Weisblatt concludes, "is that a serviceman has an invitation into someone's home. The salesman does not always have such an opener."

End



"WE'RE ON A PAR WITH POLK BROTHERS.
WE GROSSED WHAT THEY NETTED."



T. M. Reg. U. S. Pat. Off.

Because so much depends upon the electric heating element, today there are more NICHROME\* heating elements in more appliances, by more manufacturers than ever before!

... and NICHROME costs no more

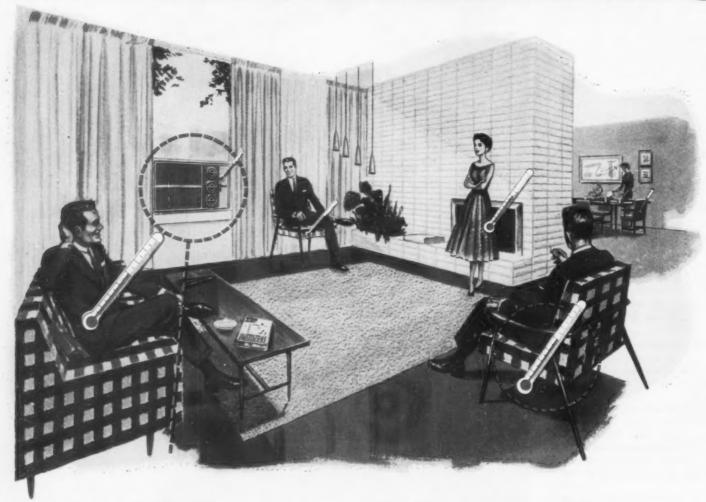


BRANCHES: Chicago, Detroit, Cleveland, Louisville . Distributor: ANGUS-CAMPBELL, INC., Los Angeles, San Francisco . In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario

MAKERS OF THE MOST COMPLETE LINE OF ALLOYS FOR THE ELECTRICAL, ELECTRONIC, AND HEAT-TREATING INDUSTRIES

## Domado Introduces the Greatest

# STEREOPHUNIC



unit! But ... once air is cooled it must be circulated, and ...... Stereophanic Cooling produces a NEW KIND of Deep Air Penetration that cools spacious areas ordinors in a cooled it must be circulated. that cools spacious areas ordinary air conditioners never reach!

ONCE YOUR CUSTOMERS ENJOY STEREOPHANIC COOLING THEY'LL AGREE ... it's as superior to ordinary air conditioning as hi-fi is to ordinary sound!

## Plus

- \* SIMPLE DO-IT-YOURSELF INSIDE INSTALLATION! Makes Vornado a "carry-home" appliance!
- EXCLUSIVE "FLIP-FRONT" FILTER DOOR! Makes changing filters so easy, you wonder why only Vornado has it!
- \* EXCLUSIVE "FLIP-FRONT" CONTROL DOOR! Push-button controls concealed but finger-tip accessible!
- \* ROOM FRESHENING EXHAUST ACTION! Banishes stale air
- \* AUTOMATIC THERMOSTAT!
- \* 360° DIRECTIONAL AIR NOZZLES!
- \* EXCLUSIVE AIR-SCOOP ACTION!
- \* EXCLUSIVE HEAT REMOVAL!

## YOU'LL DO GREAT IN '58 with Vornado

NEW DELUXE LINE! ELEVEN MODELS ... ALL WITH STEREOPHANIC COOLING! 1 H. P. . . . 1½ H. P. . . . 2 H. P. 115V, 7½ AMP. . . . 115V, 12 AMP., plus 208-230V Models

\* LARGER THAN AVERAGE AREAS! \* EXCESSIVELY HOT AREAS! \* OFFICES, SHOPS, SMALL FACTORIES!

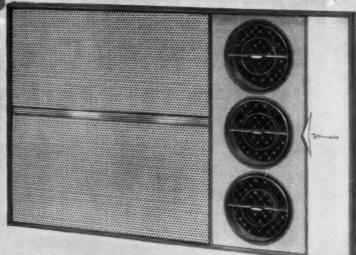
AND A NEW DNE-TON CASEMENT MODEL! fan! Delivers LARGE-CAPACITY COOLING on 71/2 Amps.

## ADVANCEMENT EVEL IN ROOM AIR CONDITIONING!

Adds to cooling what HI-FI does to sound!

# HERE'S A NEW DIMENSION IN SUMMER COMFORT!

Vornado Stereophänic Cooling completely surrounds you in refreshing comfort
—wall to wall!...
ceiling to floor!...
even ROOM TO ROOM!

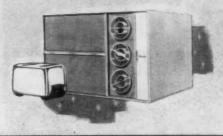


AND ONLY Vormado
HAS ALL THESE EXTRAS!



EXCLUSIVE "FAST ACTION" FOR COOLING IN A HURRY!

Just touch Vornado's special "FAST" button...get draft-free cooling air-flow 27% faster than normal!



1-H. P. AND 1½-H. P. MODELS OPERATE ON 115-YOLT HOUSEHOLD CURRENT\*

Use less current than many plug-in appliances! \*Where wiring is adequate, and local codes permit.

#### ..AND YOU SELL WITHOUT INVESTMENT, WITHOUT RISK!

VORNADO'S NEW "WEATHER-PROOF" PURCHASE PLAN

- \*Assures adequate inventory . . . pre-season and in-season!
- \*Assures continuous merchandising assistance ALL-season!
- \*Assures competitive selling against major competition ALL-season!
  WITH NO INVESTMENT...NO RISK...BY YOU!

A "WEATHER-KEYED," LOCAL-LEVEL ADVERTISING PLAN!

WITH PLENTY OF MONEY TO SPEND!

- \*Entire budget available for your local spending ONLY!
- \*Plus bonus advertising accrual!
- \*Call your Vornado Distributor today!

OU CAN'T LOSE BECAUSE IT'S THE INDUSTRY'S ONLY

"ASSURED PROFIT" PROGRAM!

products of:

The O. A. SUTTON CORPORATION, INC., Wichita, Kansas

World's lending full line manufacturer of comfort cooling appliances

Distributed in Canada by: Alliance Motors, Schell Avenue, Toronto 10



# Majestic

# The <u>FIRST</u> Name... The <u>GREATEST</u> Name in the Wide Open Incinerator Market



## SMOKELESS-ODORLESS GAS INCINERATOR



#### EIGHT HOURS TO RICHES

STORY STARTS ON PAGE 61

the program, was allowed to don one additional piece of clothing for each 10 percent of his quota sold. As a special incentive, the salesman who topped the rest of the group in total color television orders written would be compensated with a \$200 wardrobe, including suit, hat, shirt, tie, shoes, socks, and other articles. To keep each man posted on his accomplishments hour after hour, a poster, headed "Suit Yourself With Sales", reproduced various clothing items and cartoons of five men in barrels across the bottom. As sales progressed each of the cartoon figures was treated to a paper shirt, pants, hat, etc.

"This was probably the most riotous day in the history of the firm," Bob Barnes declared. "The five salesmen, of course, were a bit embarrassed because of the presence of women customers in the shop.

"We encouraged each one to capitalize on their very embarrassment, however, by explaining this predicament to the dealer on the other end of the telephone; they got the idea, and got a kick out of helping them 'get some clothes on.'"

By noon, with five trunk lines

kept open exclusively for long distance calls, the sales crew had reached 29 percent of the quota established, which Barnes felt was a bit disheartening. Things warmed up, however, following the noon hour, to the point that 100 percent was hit by 2:00 o'clock. Each man kept adding clothes through the day with the winner photographed fully dressed by 5:00 o'clock in the evening.

#### 168 Percent of Quota

With one long distance call following the other, the sales crew forgot the usual lunch hour and dined instead on sandwiches and bottled soft drinks.

At 2:00 o'clock, a surprise which had been withheld from the salesmen materialized when president Terry, Don Thurman, general manager, and Joe Wagner, television sales manager, appeared solemnly in red flannel underwear—the result of a promise made should the sales crew hit their total by 2:00 o'clock in the afternoon. The appearance of Ward Terry "wheels" in dishabille brought new life into the effort.

Net result of the program, was an all-time record for what would normally be a three-week sales period. Sales were 168 per cent over quota. In addition, Terry received more orders across the board, dealer for dealer, and better cooperation from a display standpoint than Ward Terry had ever received in the past.

Prizes went to all of the salesmen competing in the event. Two of them, incidentally, lost their voices in the process and another asked for rubbing alcohol for an arm "fatigued in line of duty". End





### Quality that's KNOWN...features that PULL...prices that SELL!

## Arvin

1958 FANS

Arvin quality is *up* again—yet prices are unchanged or *lower!* All eleven 1958 models are made of heavy gauge steel, with electronically balanced aluminum blades, and 4-point cross-braced mounting of Arvin's high efficiency motors. With Arvin, the fans you sell don't come back—the customers do!

#### MOST VERSATILE LINE OF 20-INCH WINDOW FANS



Next to quality, versatility is the outstanding feature of the 1958 line of Arvin 20-inch window fans.

There are two models with integral window panels . . . two "lift-out" window-portables with panels included . . . three others with matching panels available at extra cost.

Three of the 1958 Arvin 20-inch window fans are electrically reversible... two are thermostatically controlled. Four have three speeds... three have two speeds. A choice of motors, body and grill design, finish and trim provides further variety.

Arvin's wide range of prices, features and styling meets every possible customer demand.

WINDOW PANELS fit any double hung frame from 27° to 36½°. Model 601 for 20° fans in coppertone, white or charcoal; Model 614 in coppertone only for 14° fans.

#### TWO ROLL-A-BREEZE MODELS



Illustrated above is Arvin's brand new combination fan and Roll-A-Breeze pedestal in a low cost, self-contained unit. Tubular pedestal and fan are finished in charcoal gray enamel; jet black blades contrast with white enameled grille, front and back. Fan rotates through 360°, holds firmly at any desired position. Rolls silently, easily, on large rubber wheels.

#### DE LUXE ROLL-A-BREEZE PEDESTAL FOR ANY ARVIN 20-INCH PORTABLE FAN

Chrome and charcoal gray enamel finish; big wheels. Fan position adjusts between 60" maximum and 31" minimum height—rotates through 360°.

#### TWO SMART 14-INCH FANS



Most popular size portable for use on desk, table, floor or window. Model 7614, illustrated, pivots freely in a handsome tubular stand so air flow can be directed up, down, at any angle. Holds firmly in any position. Two-speed weather-proof induction motor, coppertone finish, chrome grille. Available without stand as Model 7414, with or without window panels.

#### ALL UL LISTED • GUARANTEED 5 YEARS • SEND FOR DISPLAYS, BANNERS, MAILERS, MATS

Electronics and Appliances Division Arvin INDUSTRIES, Inc., Columbus, Indiana

Arvin also manufactures Home Radios, Portable Electric Heaters, Car Heaters, Ironing Tables, Leisure Furniture, "Charky" Grills.





## TO BOOST YOUR SPRING SALES



For a limited time only you can offer this Coffeematic Spring Special at the astounding price of only \$14.95! Imagine . . . the most famous name in coffeemakers, a deluxe quality, chrome-on-solid copper, 8-cup Coffeematic with the exclusive Flavor-Selector at such a price! This beautiful new model out values any other coffeemaker on the market. Backed by BIG Universal advertising in top national magazines, you're headed for a sell-out. But get your order in now . . . the supply is limited.



UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



## NEW COOKAMATIC

Frying Pan Specia

Medium Frying Pan \$1295 Cookamatic Control 695 Regularly \$1990

BOTH FOR ONLY \$1595

This big extra-value will get your probe-control business off to a "frying start." It's the perfect way to make extra sales, too, of the matching griddle, 3- and 5-quart saucepans and the big fry pan in Universal's Cookamatic line. One control fits them all, giving the customer a big \$6.95 saving on each extra one she buys.





PLUS PROFIT PLAN ON THE

### **NEW UNIVERSAL**

Steam 'n Dry Iron

Buy 5 and get the sixth at ½ price! or buy 11...get one free

Beautiful new gold and black styling—new extra-sensitive control, new filling ease, new Jiffy-Switch and reversible cord are only a few of the plus features on Universal's new iron. And for every retailer an extra \$5.68 profit on each half-dozen order. Buy 5... the sixth is yours at half price!





RESTOCKING SPECIAL

GET THIS 10-CUP UNIVERSAL

Coffeenatic

FOR ONLY \$1000

Buy any 12 fast-selling Universal electric housewares, as long as six are Coffeematics, and you add an extra \$19.95 to your profit. Here's your chance to cash in when the big Spring sales start to roll.





#### **PUSH ONE MOWER**

STORY STARTS ON PAGE 62

McCoy lets the prospect navigate a demonstrator of the appropriate size and type over the grass.

If this leaves the prospect much interested but still a prospect, McCoy goes back to the second phase of his starting demo. He tears open a carton, lifts out a new mower, holds it waist high to point up lightness again, then suddenly drops it to the ground to dramatize durability. He pours a pint of fuel into it, and says in effect, "I'm going to pull the cord on this mower just once. If it doesn't start, I'll forget all about trying to sell it to you."

With that, he slowly circles the machine like a test pilot before takeoff, checking that, adjusting this. If this impresses the prospect and creates a measure of suspense, it's working precisely as McCoy intends it to. Then he carefully plants one foot on the deck of the mower, grasps the starter cord, and gives it one mighty yank. Nearly always, the engine starts on its single pull.

#### Salvaging Sales

The dealer sticks close to list on mowers, but when his sales talk and starting and cutting demos fail to produce, he unbends a bit in other directions. "Buy it now," he says, "and I'll throw in a two-gallon fuel can, filled."

Sales that seem to be sinking are often salvaged via the 10day free home trial route. There are no strings here. "Take it on home," McCoy suggests, "and see how you like it."

Some mowers are financed conventionally, some are sold on McCoy's version of the open account. In one variation of this, the customer makes out three checks at once, each for one-third of the total. Check #1 is currently dated, and serves as a down payment. Check #2 is post-dated 30 days; Check #3, 60 days. In the office, three cash-sale slips are made out, one for each check. The first goes with Check #1 into the day's receipts. The second and third are stapled to their respective checks and filed. As these checks become negotiable they're banked, and the attached sales slips become part of the day's transactions.

Another form of this type of

account finds McCoy accepting a down payment, deducting it from the total, and having the customer divide the balance among three checks, post-dated 30, 60 and 90 days.

Handling accounts this way, McCoy feels, not only simplifies bookkeeping, but gives the store a measure of protection, since customers who might not lose sleep over a missed payment are more conscientious about an already-written check.

#### Sell Up from Trades

Trade-ins are tal n at Mc-Coy's, but the dealer considers them solely routes to new-unit sales, and allows no more than enough close. He doesn't figure to make much from the trades he takes, resells them as-is, some running, some not.

Almost 100% of McCoy's mower operation is conducted outside—on the lawn or under the pavilion. The only machines that get inside the store are those in for minor service (he passes major service problems on both in and out-of-warranty units along to Lawn-Boy's central parts distributor and factory service depot in Atlanta).

#### **Money in Mowers**

"Mowers'll never make you rich," he goes on, "but they help. My line gives me between 25% and 30% markup over cost. Sometimes I make more from a high-end mower than a leader refrigerator, depending on the deal I've got to make on the box."

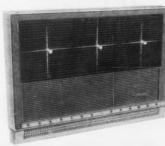
McCoy also likes mowers because most customers pop them into their cars, leaving delivery men free to concentrate on the big stuff. He likes them because he finds service incidence low and the market tremendous.

"The lightweight and easystarting angles make it possible to sell these things to women, too," he says, "and the boys who design them know what obsolescence means."

McCoy refuses to rent mowers ("Can't think of a better way to kill a sale"), and never seems to have enough used machines on hand to put out as loaners ("But when you do loan, make sure you give the man something worse than his own. Otherwise, he's likely to forget to come back").

End





Room Air Conditioners, Portable Air Conditioner & Reverse Cycle. Unique Lectrofilter® health feature (an electrostatic filter) on Imperial models. Eighteen models ranging from 115V, 7½ amp plug-ins to 2½ h.p. size.



Central Air Conditioning Systems. Self-contained, remote systems and heat pumps from 2 h.p. through 5 h.p. Air conditioning systems to meet every application, commercial and residential.



Dehumidifiers. With or without automatic humidistat control. Remove up to 3 gallons of moisture a day from areas up to 13,000 cu. ft.



Lonergan Humidifier. Automatic humidistat controlled operation. Cleans, filters, and deodorizes the air; adds health-protecting comfort to winter living.

# Manning-Bowman®

#### HOME COMFORT APPLIANCES

1857-1958 Our 101st Year of Quality

**SALES!** Hot, cold, wet, dry, any weather condition is one that gives you another profitable selling opportunity . . . with the complete, competitively priced Manning-Bowman line.

**PROFITS!** Manning-Bowman price and quality give you profit on the sale and help you *keep* it through increased customer satisfaction, reduced service calls.



MANNING-BOWMAN

ALBION, MICHIGAN.

LONERGAN COOLERATOR DIVISION, McGraw-Edison Company Start profiting with Manning-Bowman Now! Contact your M-B Distributor or write to:

#### MANNING-BOWMAN

Dept. MB 82-EM, Albion, Michigan

Rush details on Manning-Bowman products and prices.

NAME\_\_\_\_\_\_

CITY\_\_\_\_\_STATE

# TOASTMASTERS The big new line...with

TOUSTMUSTE

Featuring the world's

New 3-Slice Toastmaster automatic toaster!

ONLY \$2895

Priced to sell fast—with a big profit to you!

A brand-new product created for a growing new market! And now at the price of a two-slice toaster with a sales plus that sells itself—makes toast 50% faster—3 slices instead of 2! Fully automatic—just drop in bread and press handle. Toast Control Knob... Superflex Timer... hinged crumb tray! Order your stock now!

Plus this great

NEW TOASTMASTER COFFEE MAKER Finer flavored coffee—Faster!

Perfect coffee—3 to 10 cups—at the rate of a cup a 'minute—unique geyser-action pump starts perking in 20 seconds! Exclusive "Flavor-Dome" top brings out full flavor! Two separate heating elements with dual control! Chrome-plated inside and out!

Model 5D1 \$29.95 retail



Cook everything from bacon to cake—perfectly! The most proven precision temperature controls available—no hot spots or uneven temperatures! Immersible... popular square shape... automatic signal light!

Model 8A1, 11" Size \$19.95 retail
Model 8B1, 12" Size \$24.95 retail
Matching covers, \$3.25 and \$4.25 retail



TOASTMASTER AUTOMATIC GRILL AND WAFFLE BAKER

Makes perfect waffle servings for four at a time... grills sandwiches, bacon, sausages! Interchangeable grids. Accurate temperature control with signal light.

Model 2D3 \$34.95 retail

TOASTMASTER AUTOMATIC WAFFLE BAKER

Model 2D2 \$21.95 retail

#### **NEW PRODUCTS! NEW PRICES! NEW PROMOTIONS!**

TOASTMASTER '58 is the year of aggressive new merchandising . . . exciting new products . . . dramatic new promotions! TOASTMASTER '58 is the big new line with the new approach to profits and increased volume. So hurry! Carry and feature the full TOASTMASTER line for big profits! GO TOASTMASTER '58!

Model 1C5

# GREAT FOR 58! the new approach to profits!

finest and most complete line of toasters!



Toastmaster
Powermatic Toaster

World's finest toaster!

No lever to press...lowers the bread, toasts it, serves it up high—all automatically! America's most talked-about toaster—and the *only* toaster with Powermatic Action! Superflex Timer... Toast Control Knob...hinged crumb tray!

Model 1B16 **\$28.95** retail
3-Slice TOASTMASTER Powermatic Toaster
Model 1C4 **\$34.95** retail



New Toastmaster Toaster

Fully automatic-new design!

Smart new contemporary styling...sleek low black and gold handles! Made with the same sound engineering that has sold millions of Toastmaster Toasters! Superflex Timer...Toast Control Knob...hinged crumb tray...heavy chrome finish!

Model 1B24 \$18.95 retail

\$22.95 in copper



New low price! Toastmaster 1B21 Toaster

Reduced \$3—priced to build traffic and sales! Most compact automatic toaster—gives full-size performance in 40% less space! Toast Control Knob...Superflex Timer...hinged crumb tray.

Was \$19.95 retail

Now \$16.95 retail

#### new line of quality automatic appliances



NEW TOASTMASTER STEAM & DRY IRON
Two irons in one!

Steam or dry ironing instantly at a touch of the dial! Fabric selector dial gives the right heat for every fabric. Extra-capacity reservoir, perfect heat control. Polished aluminum sole-plate . . . cast-in element!

Model 4B2 \$16.95 retail



NEW TOASTMASTER DRY IRON Light-weight for easy ironing!

Weighs only 2 pounds...and perfectly balanced for speed without fatigue! Easy-to-read fabric selector dial...accurate temperature control...precision thermostat...aluminum sole-plate—cast-in element.

Model 4A4 \$11.95 retail



NEW TOASTMASTER AUTOMATIC HEATERS
Heat the instant you turn them on!

Exclusive Toastmaster heating element glows instantly when turned on! Temperature automatically controlled . . . powerful blower-type fan . . . tip-over safety switch. Combines both radiant and forced air heat.

Model 9B1—1320 W. \$17.95 retail Model 9A1—1650 or 1320 W. \$29.95 retail

Call Your Toastmaster Distributor Today!

## TOASTMASTER



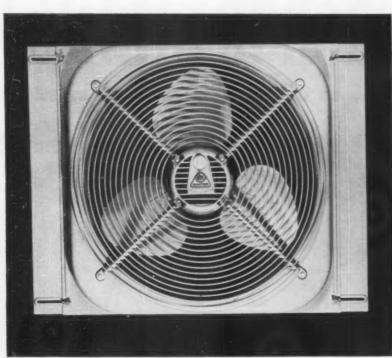
Above prices are Fair Trade minimum in all states having Fair Trade

TOASTMASTER DIVISION . McGRAW-EDISON COMPANY

'Toastmaster" is a registered trademark of McGraw-Edison Company, Elgin, Ill., and Oakville, Ont.

## New R&M-HUNTER Fan

at lowest price ever!



R & M-Hunter Model J-20 Window Fan



- 20" BLADES
- 2 SPEEDS
- GUARANTEED 5 YEARS
- CERTIFIED AIR DELIVERY

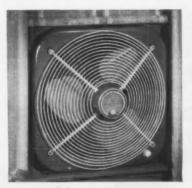
#### OTHER BIG VALUES FOR 1958



#### **ROLL-AWAY FAN**

Sturdy, streamlined, and easy to roll. Fan tilts to any angle, raises and lowers. Can be removed from stand for all-purpose use—has carrying handle. 20" blades give wide-area cooling. Safety grilles back and front. Guaranteed 5 years. Suggested retail price:

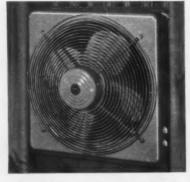
\$59°5



#### **ZEPHAIR WINDOW FANS**

Just compare the features with other fans in same price range. Electrically reversible capacitor motor, certified air deliveries, 5 year guarantee. Three models: D-201, two speeds with thermostat. D-202, two speeds. D-20, single speed, retails at:

\$3995



#### **DELUXE WINDOW FAN**

Highest quality models in window fan field. Features include: automatic thermostat, totally enclosed capacitor motors (electrically reversible), rubber motor mounts, four balanced blades. Guaranteed 5 years. 18" and 22" models. 18" Deluxe retails at:

\$6495



#### **ALL-PURPOSE FANS**

This type fan is rapidly increasing in popularity because it can be used in window or as portable fan. R & M—Hunter has two 20" beauties, both two-speed. Deluxe Model is electrically reversible and fully automatic with thermostat control. Standard Model is priced to retail at:

\$**36**45





Call your distributor—or write or wire Hunter Division—Robbins & Myers, Inc. Memphis 14, Tenn.

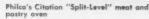


## new products

ANNA A. NOONE Editor









Philco's Citation custom dishwasher with replaceable laminated plastic fronts.

#### PHILCO's Citation Custom Appliances

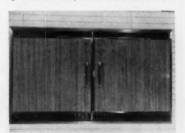
Twelve "Citation Custom Appliances-by Philco" feature a new concept in built-in double 24-in. wide, "Split-Level" with separate meat and pastry ovens; custom stainless steel surface cooking units; refrigerator and freezer units, separate, and each with its own refrigeration system; undercounter dishwasher; all featuring changeable laminated plastic front panels that allow homemaker a choice of more than 100 colors, patterns and finishes to match any cabinet.

Citation "Split-Level" double oven has a meat and rotisserie oven on top, a roll-out pastry oven drawer on bottom; both ovens have full-width glass look-in windows and interior lights; mounted on a 24-in. wide base cabinet, oven is constructed of stainless steel inside and out. Control panel at oven top has gold trim to highlight stainless steel styling; tapered handles in wood and metal to match refrigerator and freezer.

Meat and pastry ovens completely automatic, include "Roastmeter," oven timer and interval timer. In addition, 2 matching styled automatic wallovens are included in Citation

line. Meat oven interior 20-in. wide,  $15\frac{1}{2}$  in. high, 12 in. deep; roll-out pastry oven interior 21 in. wide, 6 in. high, 19 in. deep.

Custom stainless steel surface cooking unit has remote control panel with gold color styling to match "Split-Level" and wall oven decor; control panel contains fluorescent light, reflected-light-colored pushbutton switches for "cook-by-color" convenience; automatic surface unit control can be switched to a 6- or 8-in. surface unit so that all pots and pans are "automatic cookers"; interval timer can be used to control cooking time of automatic surface unit and table appliance outlet center; table appliance outlets also have pushbutton circuit breakers. 4-surface units in "L" arrangement have thermostatically controlled, cast aluminum re-



Philco wall refrigerator-freezers

movable and immersible griddle; shallow depth allows full use of base cabinet drawer below. Three other stainless steel surface cooking units included.

#### **Refrigerators and Freezers**

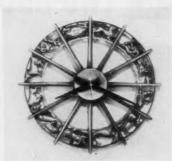
Citation wall refrigerator and wall freezer for built-in installation are separate units, each with own refrigeration system, can be mounted side-by-side, one-on-top-the-other, or in separate locations; refrigerator has 8.2 cu. ft. capacity, freezer, 6.8 cu. ft. also available is a 13.5 cu. ft. combination refrigerator-freezer with changeable door panels, left or right hand doors, tapered wood handles with metal strip, and equipped with reversible aluminum panel, anodized copper on one side, stainless steel type finish on the other. Forced air condenser eliminates overhead vents; portable ice keeper in zero deg. freezer with separate door; refrigerator defrosts automatically; pull-out adjustable rigid aluminum shelves; air conditioned food storage; Dairy Bar storage shelves in door; butter and cheese keepers; turquoise interiors; safety latches.

#### Dishwasher

Citation custom undercounter dishwasher has changeable front panels-both dishwasher door panel and service door panel are interchangeable and can be used with stainless steel, aluminum or laminated plastic inserts. Features include rollout baskets, pump drain for universal installation, front opening, top loading design, automatic timer may be reset to skip operations, 1000-watt heater to heat wash water and sanitize dishes, plastic covered racks; removable silver basket.

Also included in line is a continuous food waste disposer which may be run continuously while filling with food wastes . . . does not require stop and restart between filling; reset button for overload relay and

self-service wrench for clearing jammed cutters. Philco Corp., "C" and Tioga Sts., Philadelphia, Pa.



Syroco Zodiac design clack

#### SYROCO 1958 Clock Line

New line of decorative electric wall clocks in stylized versions of popular design motifs in contemporary, modern or traditional design for bedroom, dining room, bathroom, playroom, family room or foyer as well as kitchen.

Collection includes 7 designs; Zodiac, carved with 12 astrological signs; 16 in. diam.; for kitchen, family room or bedroom.

Fighting Game Cocks, consist of a pair of plumed birds etched against a contrasting clock face.

Four Seasons model decorated with plants and flowers.

In floral motifs is a choice of Provincial, a circlet of forgetmenots on openwork background; Modern Daisy, with each numeral represented by a long, tapered petal; Sunburst, a 16-in. round model consisting of a spray of straight lines.

Finishes include gold, black, copper, white, black or fruitwood, decorated with gold. Precision mechanisms guaranteed for a year.

Prices: From \$10.95 to \$19.95 Syracuse Ornamental Co., Inc., Syracuse, N. Y.

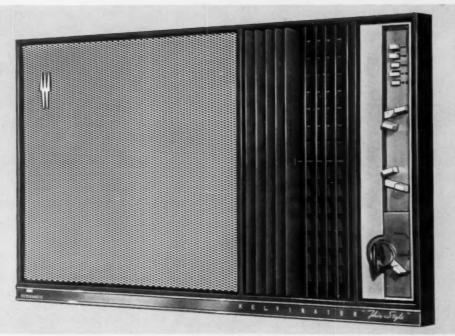


## ONLY KELVINATOR GIVES YOU THESE TWO GREAT **NEW ROOM AIR CONDITIONER FEATURES TO SELL!**

1. Two-Directional Cooling! 2. Filtermatic Signal!



NEW 1958 1 H.P. KELVINATOR COOLS 2 ROOMS! New Kelvinator Two-Directional Cooling gives you the biggest customer-convincer in the room air conditioner business. And only Kelvinator has it! Yes, only Kelvinator gives you the capacity and air flow control to channel cool, clean, refreshing air into two rooms at the same time. It's so easy to demonstrate how cool air can be directed left or right, up or down . . . or left and right and up and down all at once. Simply flick the control knobs that operate the two sets of vertical and two sets of horizontal louvers and your prospects can feel the difference. And when they do, you'll feel the difference in sales!



#### 6 ALL NEW 1958 "THIN-STYLE" MODELS

. . . So compact—so narrow they fit into 27-inch openings . . . in the window, or through the wall. All have that sheer beauty and subtle elegance you get only with Kelvinator's new "Style Mark" design. Lovely Polar Grey and harmonious Twilight Grey are dominant colors. Entire finish is of highest quality for lasting loveliness.

Model	Current	Compressor
RH-1041	12 amp., 115 volt	1 H.P.
RH-1061	7½ amp., 115 volt	1 H.P.
RH-1081	12 amp., 115 volt	1 H.P.
RH-1082	230 volt	1 H.P.
RH-1581	12 amp., 115 volt	1½ H.P.
RH-2082	230 volt	2 H.P.
RH-2082	230 volt	2 H.P.





and needs replacing. It ends guesswork for your customers. As long as Kelvinator's exclusive Filtermatic Signal stays white with the air conditioner on, they know the filter is clean and they're getting full cooling capacity. As soon as the filter becomes dirty, Filtermatic automatically signals "red" and stays RED as long as the filter is dirty and the unit is on. A wonderful sales-making demonstration for you!

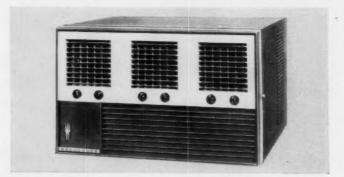


#### BUDGET LEADER BUILDS TRAFFIC

. . . with Kelvinator's new 1 H.P. "Challenger" model at a down-to-earth price. A big capacity, 12 amp., 115-volt unit housed in the beautiful, compact "Thin-Style" cabinet. Quality features include: Adjustable thermostat, simple dial controls, adjustable air directional louvers, replaceable glass fibre filter.

CASEMENT WINDOW unit (right) gives you 1 H.P. low amperage, low operating cost to sell. No costly remodeling. Only 7½ amps., installs on any adequate 115-volt circuit.





"MASTERPIECE" UNIT to the right has 2 H.P., big capacity for cooling large areas, small shops.

OLDEST MAKER OF ELECTRIC REFRIGERATORS FOR THE HOME

DIVISION OF AMERICAN MOTORS CORP., DETROIT 32, MICHIGAN



Live Better Electrically



REFRIGERATORS . WASHERS . DRYERS . ELECTRIC RANGES . FREEZERS . ROOM AIR CONDITIONERS

## new products



RCA-Whirlpool 1958 line of appliances includes built-in oven (left); drop-in surface uni (center); Mark XVII refrigerator-freezer (right).

#### RCA-Whirlpool Appliance Line For 1958

Fifty new appliance models are included in RCA-Whirlpool 1958 line of refrigerators, freezers, electric and gas ranges, built-in ovens and surface units, automatic laundry equipment, disposers, cabinets, sinks and combination sink and range top worksurfaces.

#### Refrigerators & Freezers

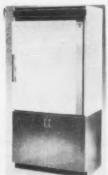
Refrigerator line features new refrigeration method which blows cold dry air into food storage areas and a meat chest that maintains 33 degs.

Line includes 4 Mark series: a 2-door Mark XVII, combination 11 cu. ft. refrigerator and 6 cu. ft. freezer; Mark VI, 6 cu. ft. undercounter freezer; and two 11 cu. ft. Mark XI refrigerator and matching freezer. Other models in line include three 2-door combinations: Imperial, 13 cu. ft. with freezer above or below; Supreme, 12 cu. ft.; 3 refrigerators: 8 cu. ft. Custom, and 2 Deluxe models (12 and 10 cu. ft.); 3 Su-

preme freezers (12, 16 and 20 cu. ft.) and 2 chest models (17 and 21 cu. ft.)

In Mark series new no-frost method of blowing cold, dry air eliminates frost-gathering coils, cold air flows along each side of center-mounted 12 lb. meat chest: ultra-violet air purifying lamp. Mark freezers feature ice cube ejector and portable server bin that holds 300 cubes; automatic ice cube tray filler available as accessory; refrigerator features indirect interior lighting, full-width glideout shelf; 4 removable split shelves; separate crispers in door, butter conditioner and 2 egg compartments. Charcoal gray, brushed chrome and rosewood exterior trim; available in white, pink or yellow; pink and gray interiors.

Units are ventilated through built-in front louvers, which makes it possible to install flush to back and side walls and adjacent to cabinets; doors hinged within cabinet—right or left hand hinges available.



RCA-Whirlpool Refrigerator-Freezer Mark XI



RCA-Whirlpool Supreme freeze



RCA-Whirlpool range Mark XXX

#### Free Standing Ranges

Line includes 4—30 in., and 4—40 in. models. Top of line Mark XXX, 30-in. square-lined range features built-in cooking guide; 82 different dishes listed on revolving cylinder built into mantle back; suggested cooking time, temperatures and heat settings are given for various foods.

Thermostatically controlled unit, right front, regulated by precision heat sensor which automatically maintains selected temperature; switch on control panel converts this unit from 6 to 8 in. diam., to accommodate various size utensils.

"Flash" unit, left front, reaches maximum in less than 13 secs.; left rear unit, clock-controlled. Thin tubes in all units; infinite heat settings possible.

Plug-in, thermostatically controlled griddle fits between right and left units, doubles as warming unit; indicator light blinks when selected heat is reached.

Oven is 24 in. wide, 18 in. deep, 18¾ in. high; standard equipment includes automatic rotisserie with self-baster which rotates when spit and ladles juices or sauce over meat as it turns, and a Ka-Bob attachment—5 metal skewers which make an additional halfturn as main spit revolves.

Built-in Bar-B-Kewer cooks meat with low radiant-heat; built-in meat probe automatically turns off oven and turns on indicator light when meat is done.

Four-position oven heat selection; automatic 2-set clock starts and stops oven, Bar-B-Kewer, 1 surface unit, 1 of 2 appliance outlets for up to 5½ hrs.; 1-hr. interval timer sounds continuous buzzer when time has elapsed. Available in charcoal, pink, or yellow finish.

Three other 30-in. models: Imperial Custom and Deluxe echo classical simplicity of Mark XXX styling; Fx 40-in. models include two 40-in. Imperials; a Supreme and two 40-in. Customs.

#### **Built-in Range units**

Built-in line comprises 3 ovens, two 4-unit tops with countertop controls, a 4-unit top with front-mounted controls and a 2-unit top.

Top of line Imperial oven in brushed chrome, coppertone, pink or yellow, with squared-up lines features an automatic rotisserie which may be equipped with basting attachment; 5 skewers of shish-kabob may be cooked simultaneously with another new rotisserie attachment; low radiant-heat barbecuing and high radiantheat broiling provided; single thermostatic control regulates both functions as well as baking and roasting.

Eye-level control panel has individual signal lights to show when elements are baking, broiling or barbecuing; another light signals when roast is done; built-in meat probe automatically turns off oven.

Easy to use clock starts and stops oven for up to  $5\frac{1}{2}$  hrs. and doubles as a 60-min. interval timer with buzzer to signal completion of cooking time.



RCA-Whirlpool 84 in. Imperial sink and

Other features include interior light, insulated door window, counterbalanced door; tilt-proof nickelplated racks; 3-in. glass fiber insulation; removable top heating element, tip-up bottom element; porcelain enamel interior finish.

Imperial drop-in range top has 4 surface units in brushed chrome, pink, or yellow with square chrome frame; control dials on range top; units include a 13 sec. high speed element, thermostatically controlled element, 2 large and 2 standard size units with thin tubes; control dials rotate smoothly for unlimited heat selection at any of 7 settings or in between; signal light shows when units are on. Other models are Supreme, Deluxe and Custom.



# A Whirlpool gas ranges with exclusive

automatic Ka-Bob



# Top quality features...

at a price to beat local competition.

#### FOR TOP OF RANGE COOKING

Here's proof you've got more to sell on top with these new RCA WHIRLPOOL gas ranges . . . more automatic conveniences and features to help you out-sell your strongest local competition every time!



**Exclusive Grid-All** 

This big built-in griddle gives wonderful greaseless grilling for every type of food.



Thermostatic burner control

Makes top cooking as automatic as oven cooking. Sensing unit maintains selected heat exactly.

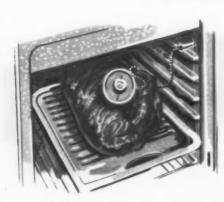


Giant 5th burner

Under the removable Grid-All is an extra top burner big enough to hold the largest kettle.

#### FOR BAKING, BROILING, ROASTING

Talk about automatic oven features . . . and you'll sell RCA WHIRLPOOL gas ranges every time! Here are only a few that make the big difference . . . and help you profit more with RCA WHIRLPOOL ranges.



Exclusive Bar-B-Kewer oven and built-in Meat Probe

Low radiant heat gives meat a rich barbecue flavor. Meat probe guards doneness of roasts.



New, exclusive Roto-Baste rotisserie

Automatically spreads a thin, even coat of gravy over the whole roast with every turn of the spit.



**Balanced-Heat oven** 

Perfectly bakes and browns food anywhere in the oven because there's a uniform temperature throughout.



Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!

# SYLVANIA

PROMOTION OF THE MONTH FOR FEBRUARY



This durable light-weight brass stand travels wherever the BLACK KNIGHT portable roams—moves easily from room to room—pivots easily in any direction.



SYLVANIA Portable Model 17P202

To every customer purchasing an

**ALL NEW SYLVANIA** 

Black Kinight portable tv!

#### **And Black Knight Styling Sells**

- An all new 17"\* portable for 1958 gives SYLVANIA Dealers the most exciting design in the portable field—for even bigger portable TV sales.
- Sylvania's power-packed, performance proved S-110 chassis combines with the SYLVANIA 110° silver screen 85 picture tube for even greater fringe area performance.

**POWERFUL NATIONAL ADVERTISING SUPPORT** 



The sensational SYLVANIA BLACK KNIGHT stand offer will be aggressively merchandised in



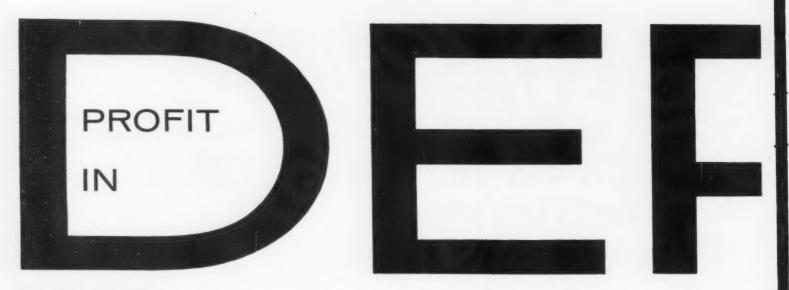
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The Real
Me Coyl
Starring Walter Brennan
SYLVANIA'S new hit TV show
Thursday nights WABC-TV

For full details contact your SYLVANIA Distributor

17" overall diagonal; 150 sq. in. of viewable area

NOW'S THE TIME TO BE A SYLVANIA DEALER



## LIFE announces the biggest for big profits on Columbia's

\$40 library of Columbia High-Fidelity (p) Records when you buy a Columbia High-Fidelity Phonograph



Name in Sound! Exactly ten years ago, Columbia invented the ig-record and paved the way for high fidelity. Now Columbia revolution-izes high fidelity again with "Listening in Depth" on Columbia "360" Phonographs for 1958. This new adventure in sound comes to you because of an exclusive Columbia engineering principle called D.E.P.\*

dealer is now featuring "Listening in Depth" on Columbia Phono
—with a special reward for you. With your purchase of a Co High-Fidelity Phonograph (starting at \$119.95) he will include ten the 12-inch Columbia & High-Fidelity Records shown above—a bea

from \$29.95 to \$1,995... COLUMBIA PHONOGRAPHS

STARTING DATE: February 24.

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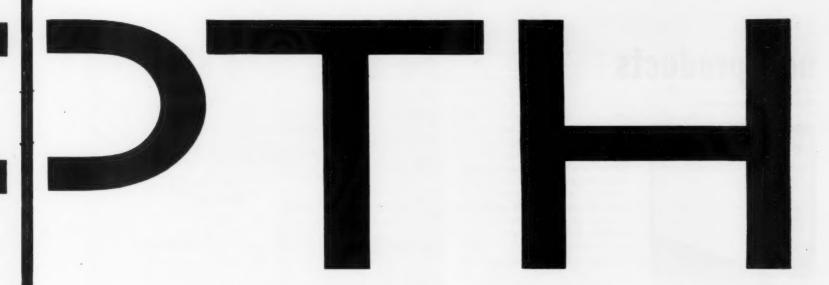
ply

PLACE: Life Magazinein big four-color pages!

OFFER: An anniversary package of ten classical or popular Columbia (h) records worth \$40.55 for only \$9.95 when your customers buy a Columbia high-fidelity phonograph!

Here's the biggest high-fidelity event of the year-yours to build big spring business. To celebrate the tenth anniversary of the modern @ record-and the first big months of "Listening in Depth" on Columbia Phonographswe've lined up every great name in the





## hi-fi event of '58

## Anniversary!

business to help you sell more phonographs! Percy Faith, Tony Bennett, Erroll Garner, Dimitri Mitropoulos, Leonard Bernstein and many others! We've made special displays, ad mats and radio spots! And we've even compiled a booklet that gives you the low-down on hi-fi (see box). Your customers are talking about the eye-catching "Listening in Depth" ads that ran all fall, in Life, The New Yorker, and the New York Times Home Fashions Magazine Section. They hear about it on TV and radio. And now, in all the same places, they'll learn that you're offering the biggest high-fidelity bargain in the industry! Call your Columbia distributor today for your supply of promotion materials and albums!

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**PHONOGRAPHS** 

Columbia's new "Guide to Hi-Fi Sales" gives you the low-down on Hi-Fi! Use this coupon to get your FREE copy no matter what

vou've been selling!

HOW

Guide to Hi-Fi Sales. In timely recognition of the billi dollar high-fidelity business inspired and developed in a great part by Columbia's origination of the (1) record graphs dealer, by Columbia Phonographs, the

Whether you already have a hi-fi department or not, you can profit from the tested selling ideas in this new free booklet. It tells you how to set up your hi-fi department for bigger sales. It contains sales tips, demonstration techniques, probable questions and the right answers!

DEPT. EM-258-7th Avenue, New York, New York

Easy-to-understand explanation of high fidelity terms and phrases. Get your share of profit-in-depth! Columbia Phonographs are easy to sell! Fast turnover, high profit! Send for your free copy of this idea-filled booklet by mailing this coupon today! You are under no obligation.

Rush me "Guide to Hi-Fi Sales"-Free!

Columbia Records

Zone\_\_\_

## new products

RCA-Whirlpool (contd)



#### Laundry Line

Five wash water temperatures and 2 agitation speeds in 1958 Imperial automatic, 10-lb. washer. Temperatures are selective, hot, medium, warm, cool, or cold; clothes are automatically rinsed in 97 deg. water; wash time selective in normal cycle at regular speed and in shorter cycle at slow speed; infinite water level available between 11 and 17 gal.; builtin lint filter is another feature.

A matching gas or electric clothes dryer provides special Wash 'n Wear cycle with automatic 10-min, air-cooled fluffing period at end of dry cycle: prior to this, air temperature is 165 degs.; normal cycle for regular fabrics has infinite heat selection and is thermostatically controlled with 6 settings.

Ultra-violet light, interior flood light, safety shut-off switch are other features.

Both units styled with straight lines and finished in white or decorator colors with porcelain enamel tops also available in all-porcelain white. Tailored console panel in charcoal with chrome and gold.

In addition to Imperial models, the 1958 line includes 4 automatic washers, 3 gas or electric clothes dryers, a gas and electric combination washerdryer, 3 wringer washers and an automatic ironer.

#### Disposers

Two models-Imperial and Custom. Imperial, operates on batch-feed principle, and disposes of 11/2 qts. in few seconds; functions only when 3position safety cover is placed in sink opening and turned to grind. Cover may also be set at seal or drain; 1-3 hp. splitphase motor; toggle switch on disposer front quickly reverses motor in case of jam: rubber cushion shock absorbers at points where disposer is connected to sink and house plumbing; fits any 31/2 to 4 in. sink opening; distance from top of sink flange to center of drain connection is 8-in.; special connection for dishwasher hookup. Custom operates by remote switch, features continuous feed action; reversible cover seals or drains sink when not in use.

#### **Gas Ranges**

New gas range line includes three 40-in. and two 30-in. models, designed for flush-to-wall installation in stain-resistant porcelain; top of line Imperial available in pink, yellow or white. All feature built-in griddle and 4 surface burners with individual automatic pilots; left burner, thermostatically controlled, rear burners and griddle have click settings at hi and simmer; an optional extra large grate may be substituted for griddle converting it to a 5th burner. Optional accessory for 30-in. models is a thermostatically controlled griddle which plugs into an outlet in mantel back. Singleoven models feature drawer broiler with finger-tip control.

Additional features include counterbalanced doors, interior oven light, 3-in. Fiberglass insulation in oven walls, removable storage drawer; 1-piece top.

#### Cabinet sinks

Newly styled line of 1958 Supreme cabinet sinks in 3 sizes include single and double-bowl units with 1-piece pressed steel tops in vitreous porcelain enamel, cabinets in white baked enamel. Drawers and door handles baked by gleaming metal plates; convenient spray hose attachment in chrome and black. Cabinet features divided cutlery drawer, built-in towel bar, detergent rack, hardwood cutting board, deep drawer with sliding top for bread, an adjustable shelves. Deluxe and Economy in 42, 54 and 66 in. lengths, Supreme, 66, 54-in.

#### Combination sink-range tops

A single 7-ft. long stainless

steel combination sink and range top unit with more than 3-ft. work surface adjacent to deep, roomy sink and 4 electric surface cooking units. Imperial models have entire length illuminated by a fluorescentlighted backsplash which contains outlets for small appliances. One surface unit is thermostatically controlled; "flash", 13 sec. unit is included; all 4-units have Jet-tube elements; infinite heat controls on each unit provide any degree heat from simmer to fast-fry; range control panel on backsplash adjacent to range; easy to keep clean stainless steel top. Imperial available with 4 surface units at either end: Custom, has 4 units at left or right of sink. RCA-Whirlpool Div., Whirlpool Corp., St. Joseph,



#### **WEST BEND Appliances**

Automatic heat control family, includes automatic skillet, saucepan, griddle 'n server all completely immersible, and an automatic heat control plug that operates all units.

Automatic skillet, 11 x 11 in., and extra-deep with 33/4 qt. capacity, features balanced even heat over all cooking surface; vented cover and all 'round pouring lip; "gunstock" handle; gold cooking guide on cover.

Automatic saucepan has 3 qt. capacity for cooking casseroles, soups, sauces, candies, also serves as a corn popper.

Griddle 'n Server, 21 x 121/4 in., with 200 sq. in. cooking area; top slopes to grease well at back; control located at side; 1-piece leg and handle.

Automatic thermostatic heat control plug provides accurate temperatures from 150 to 425 degs.; gold and black.

Prices: Skillet, \$16.95 (17.45 with cover); saucepan, \$12.95; griddle, \$21.95; control plug, \$5.95 West Bend Aluminum Co., West Bend, Wis.



#### **G-E Cleaner**

This new swivel-top cleaner, has compact "lowboy" design to prevent tipping and permit easy storage; features G-E doubleaction rug and floor cleaning unit with self-cleaning twin brushes which work alternately on forward and backward strokes; freely rotating swiveltop and kinkproof hose; rolls easily on built-in, fully rotating casters; comes equipped with lightweight extension wands, crevice tool, dusting brush and fabric nozzle; vinyl bumper to protect furniture; 13 in. high, 131/4 in. wide.

Price: \$54.95. G-E also announces a price change on R-1 "Roll-Easy" to \$64.95 General Electric Co., Vacuum Cleaner Dept., Bridgeport, Conn.



#### **ROYAL-MATIC Shaver**

Dry shaver for travel, hunting, camping, operates anywhere without electricity.

Accumulator is recharged by plugging into an electric outlet overnight, it is then ready for at least a week of daily shaving; can be recharged more than 500 times.

Cutting head fitted with new type full width, self-sharpening blades, rotating at nearly 4000 rpm.

Price: \$29.50 includes zippered leather case. Royal-Matic Shaver Co., 5541 S. Ashland Ave., Chicago 36, Ill.



Maytag's 1958 All-Fabric auto

#### MAYTAG's 1958 Laundry Line

A third dimension to washing action with a filter-agitator unit which sets up new water currents and traps dirt and lint in the wash stream is feature of Maytag's All-Fabric automatic washer.

Cylindrical lint screen fits inside hollow agitator column, through which water circulates, providing constant filtration during agitation periods; new agitator also designed to serve as detergent dispenser; new automatic rinse dispenser accessory, fits agitator top; may be used at same time without affecting filter or wash action.

Internal filter and new wash currents added to Maytag's Gyrofoam agitation and Swirlaway draining provides the three principles of soil and lint removal. Filter's bronze-toned metallic cap tops agitator; rubber ring forms seal between bottom of cylindrical screen and inside wall of hollow agitator; 4 sets of holes-spaced equidistantly around top of filter area permits water to flow through screen, down center, out through pumping vanes; does not pump dirty water from sediment zone to be filtered; filters water immediately after it has circulated through clothes. Detergents are placed in washer through dispenser in hollow agitator column.

Other features include new pushbutton water level controls that adjust for different sized loads; positive metered fill; rinse dispenser, on all models as accessory, automatically ejects prepared solution into rinse water at proper time.

New helical drive principle in All-Fabric model-gears and synchromesh mechanisms are replaced with single helix, a spring and friction clutch that contain approximately 1/3 as many moving parts.

New styling on All-Fabric features silver gray trim. Both washers and dryers available in white, green, pink and yellow.

Cold water wash and rinse included on all All-Fabric models; push-button control permit selection of cold, warm and hot water. Other features are 2speed agitation and spin: delicate fabric cycle; safety lid that shuts off all action when raised; inside tub light; fluorescent back panel light; automatic tub unbalanced switch; tub brake and an optional sudssaver model.

#### **Dryers**

Filtering of incoming air before it is heated or comes in contact with wet clothes is featured in Maytag's 1958 "Halo of Heat" gas and electric clothes dryers. Filter covers air vents on dryer back; air is filtered as a suction fan pulls in room air.

New sprinkler provides uniform, automatic dampening for ironing; special no-heat "Air Fluff" push button control fluffs pillows, towels used in sprinkling cycle; A "Wash 'n Wear"

pushbutton control provides optimum drying temperatures for modern fabrics; cycle "irons" fabrics by relaxing fibers, erasing wear wrinkles while retaining creases; special cool tumbling period at cycle end prevents fabrics from wrinkling; chime signals when clothes are ready for wear.

Regular drying pushbutton provides temperatures 105 to 115 degs. (with maximum of 135 degs.) for most washables.

Disk-type-lint filter revolves

suring cool cabinet. Silver gray styling accents in white or pastel green, pink or yellow, match Maytag All-Fabric and Supermatic. Other features include safety door; flexible 120-min. timer control; choice of natural, mixed or bottle gas, 115 or 230-

with drum to filter 100% ex-

haust air. Airflow system keeps

warm air in tumbler drum, as-

volt operation; porcelain coated drum; 40 in. venting. The Maytag Co., Newton, Iowa.



tor "Style Mark" refrigera-tor-freezer, K79H-14



#### **KELVINATOR** "Style Mark" Line

Kelvinator has added a second "Style-Mark", square cornered refrigerator series to their 1958 refrigerator line, which now comprises "Style Mark" and "Contemporary" series. Also announced are 6 home freezers, and the 1958 line of 8 "Thin Style" air conditioners.

#### Refrigerators

"Style Mark" line of 5 models features squared up corners, all are 31 in. wide, and from 60 to 68 in. high; chrome-gray freezer doors on 2-door combination models; slim, bar-type handles; safety doors that open easily from inside; all available in pink, yellow, green, turquoise or white exterior. French vanilla interiors have gold accents. Top model features include waistlevel, centrally located crispers; easy-sliding drawers that seal moisture in to keep vegetables crisp; "Breakfast Bar" in door of K79H-14 and K78H-14 contains 2 lift-out egg trays holding 10 eggs each; 2 trays hold 2 lbs. butter or cheese.

Full-width fruit and utility baskets slide out easily; portable bottle basket has 2 easy-tograsp handles for carrying to work counter.

K79H-14, 14 cu. ft. model has all 1958 features; aluminum door and cabinet shelves; special built-in storage area for removable shelves; separately insulated and refrigerated freezer at bottom holds 108 lbs. frozen food; has full-width roll-out storage basket; 3 ice cube trays; 2 frozen juice trays; 2 shelves on freezer door for small packaged foods. No. K79F-14 for flush-to-wall, builtin installation.

K78H-14, similar to K79H-14, with 127 lb. freezer at top; 10 cu. ft. automatically defrosting fresh food compartment; freezer has removable wire shelf: ice tray storage rack; 2 shelves on door; chrome-grey door exterior; refrigerator waist-level crisper; slide-out fruit basket; aluminum shelves; "Breakfast Bar" portable bottle basket.

K75H-13, single door freezerrefrigerator has 12.7 cu. ft. capacity; automatically-defrosting refrigerating section has 10.7 cu. ft.; top freezer 78 lbs.; twin handi-chests in door provides butter, cheese and other small packaged food storage; gold plastic doors slide back and forth; 2 egg trays above handi-chests; trays lift out for



You can have a fun-packed,

# RCA Whirlpool

NOT A CONTEST, NO QUOTAS TO MEET — THIS IS YOUR BONUS FOR PURCHASING THESE NEW, "FIRST IN FASHION, FIRST IN COOLING" AIR CONDITIONERS!

There's nowhere more exciting than Las Vegas, Nevada... where entertainment is supreme...luxurious restaurants and night clubs open around the clock...top Hollywood and Broadway stars perform nightly... and even the nearby Lake Mead adds to your fun by providing some of the best sports fishing in the country. You'll stay at the fabulous Flamingo Hotel (air conditioned, of course), a favorite of famous movie personalities. Learn all about it from your RCA WHIRLPOOL distributor now!

#### IN 1958...SELL THE CUSTOMER-APPEALING BEAUTY OF THE FIRST, TRULY FASHION-STYLED AIR CONDITIONERS.

Only the new line of RCA WHIRLPOOL air conditioners is designed specifically to quickly snare and hold the attention of glamour-conscious women customers with exclusive, changeable beauty to blend with every decor — in addition to the finest cooling! Every model is a true air conditioner . . . it cools, dehumidifies, ventilates, filters, and exhausts . . . capacities up to 2 horsepower . . . special models for through-the-wall installation . . . Lo-Amp., 115-volt models . . . and new Reverse Cycle units that warm efficiently as well as cool. Order now . . . get in on the extra sales and profits of the line of RCA WHIRLPOOL fashion-styled air conditioners and enjoy this fabulous, expense-paid vacation in Las Vegas. RCA WHIRLPOOL Central Air Conditioners also earn trips for you!

rollicking,
frolicking, fun-loving
'Vegas . . . with luxurious
accommodations . . . deluxe
travel . . . all for you . . .
all without cost
to you!

RCA WHIRLPOOL Home Appliances
Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Join up!...it's easier to sell RCA WHIRLPOOL than sell against it!

Use of trademarks en and RCA authorized by trademark owner Radio Corporation of America



expense-paid vacation...all you do is buy

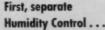
## AIR CONDITIONERS



ONLY AN RCA WHIRLPOOL AIR CONDITIONER HAS THE BIG FEATURE-FIRSTS THAT WILL SET THE SELLING PACE IN '58!



"Picture Panel" has delicate pattern inlaid in plastic. Several designs to choose from so you change the style of the RCA WHIRLPOOL Imperial model to suit your customer's tastes-merely



Now, you can regulate humidity to individual preferences to achieve (and sell) the maximum in comfort conditioning.



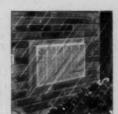
#### First 2-in-1 dials . . .

Behind the "Picture Panel," another sales plus . . . the new, simpler, easier to use, 2in-1 dials with highly accurate settings.



#### First "Picture Panel" styling . . .

Exclusive, translucent, illuminated, by changing panels.



#### All-year ventilating . . .

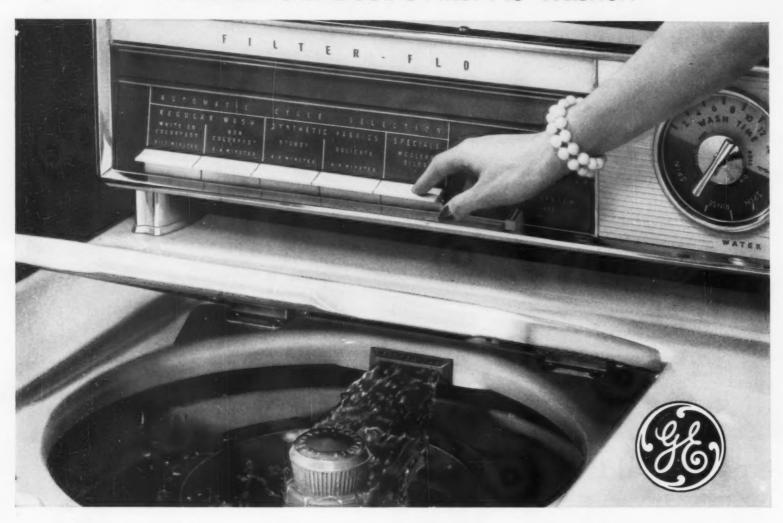
New, Weather Sealed cabinet needs no winter cover . . . permits use (and sales) of the RCA WHIRLPOOL Imperial model all year for ventilating and exhaust.



#### "See-out" compactness . . .

Not just thin, but more compact, lower . RCA WHIRLPOOL air conditioners let light and view come through and permit you to see out.

## **NOW** a great new combination of sales features...only in this General Electric Filter-Flo® Washer!



## NEW ONE-TOUCH FABRIC KEYS...PLUS THE FAMOUS NON-CLOG FILTER!



Sell the one-touch, one-turn way to wash. Wash-to-Order Fabric Keys select the right combination. First key above pre-sets normal wash speed; hot wash water; warm rinse water; normal spin speed... for regular wash. Also keys for non-colorfast clothes, synthetics, special garments.



Sell the big, easy-to-clean filter. No other filter has all these advantages. Of durable metal that won't wear out. Removable and easy to clean; works in plain view; won't clog, won't spill lint back on clothes. Doubles as a detergent dispenser. Moves with the Activator<sup>®</sup>.

Just one key pre-sets all these wash conditions to fit the type of fabric: 1. wash speed 2. wash temperature 3. rinse temperature 4. spin speed

Here's the only washer so easy to use . . . easy to sell! The most automatic on the market!

Touch one key . . . turn the timer dial—you get the perfect pre-set wash. General Electric's fabric keys do away with complicated settings, guesswork on temperatures and speeds.

No set-in wrinkles in synthetics. No fraying of delicates. No need to wash specials by hand.

Only General Electric combines this great advance with the filter proved in use. (Now in over half a million homes.) Filter-Flo Washers are available in 4 price lines. Call your distributor.

General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product





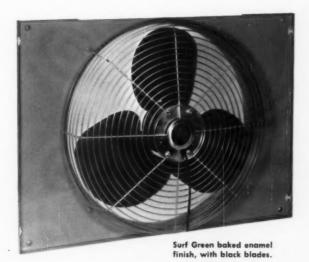
More than ever you'll sell

THE NUMBER 1 CHOICE WASHER



#### **TWO NEW 20 INCH FANS**

Priced for Volume and Profit! Fully Guaranteed



#### **NEW! MODEL 20-RW**

**Electrically Reversible** 

The fan that combines Lau quality with low, low price. Loaded with features . . . basket-type grille, two-speed controls, electrically reversible, rubber

29.95

mounted blade hub, adjustable spacer panels (fits windows 28 ¼" to 38 ¾").

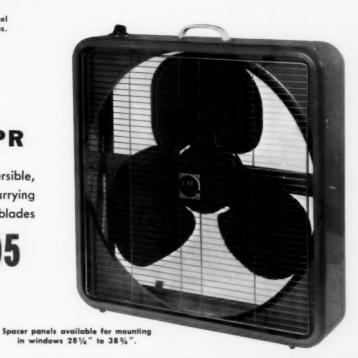
Portable Air Circulator Electrically Reversible

#### **NEW! MODEL 20-PR**

Lots of features! Two-speed, electrically reversible, rubber mounted blade hub, rubber feet, carrying handle, fingerproof plated guard, Duo-Flo blades

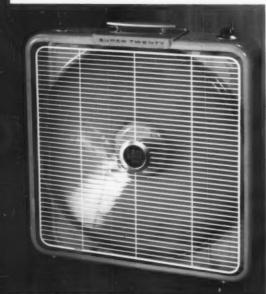
with venturi. Surf Green baked enamel with black blades. 10-ft. white power cord. 22" sq., 5 ¼" deep.

39.95



You Get Quality and Performance . . . at Unbelievably Low Prices! Compare These Fans with Anything on the Market Today







#### SUPER TWENTY PORTABLE

Big portable air circulator with automatic thermostat...can be moved quickly and easily...yet has the BIG power of 20" blades. Rubber feet prevent marring of furniture. Has

3-speed control, white fingerproof guards on both sides, 10ft. white power cord. Size 22" square, 5 ¼" deep. All welded frame. Spacer panels available.

Model 20-S

49.95

#### SUPER TWELVE and SUPER SIXTEEN

Shown at right are the two popular 12" and 16" fan models mounted on TILTABREEZ Stands. A joy to own, popular for use everywhere in the home. Handy . . . lightweight . . . efficient.

Super Twelve Super Sixteen Model 16-5

39.95 4



#### THE PORTA-BREEZ SIXTEEN

(Super Sixteen Mounted on Wheels)

The popular Super Sixteen . . . mounted on wheels for super portability! The Porta-Breez is easy to operate. It adjusts easily . . . tilts with the lightest pressure and stays in place, sending

a flow of air wherever desired. Adjustable from 18%'' from the floor to the highest position 34%''. Nonscuff rubber wheels and tips.

Model 16-SPB 54.50



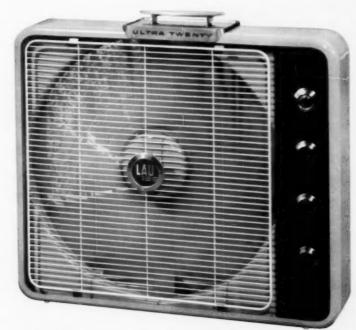
## THE ULTRA TWENTY

Adds Beauty to Any Room

The Fan that has set the pace in style, convenience and ease of operation. The Fan that has been imitated far and wide...it comes as a window fan complete with spacer panel attachments, yet is delightfully portable and can be used in so many ways. New decorator colors to fit every need of today's interiors.

Series 20-U 69.95 LIST

- Recessed Control Panel Groups controls for convenience and protection.
- Saf-T-Eye Tells at a glance if power is on.
- Built-In Thermostat Automatic operation for precision comfort.
- 3-Speed Control Set speed where you like; intake or exhaust.
- Duo-Flo Blades Exclusive! Engineered by Lau to move air for intake or exhaust.
- Electrically Reversible Change from intake to exhaust at the flip of a switch.





Chosen for Exhibition in the Brussels World's Fair

## THE TWIN TWELVE



This slim, powerful fan has thermostatic control! Truly portable, too, with its comfortable carrying handle, yet a superbly efficient window fan. 3-Speeds. Slim 5 1/4" Deep. 16" x 32" x 5 1/4".

Model 12-T 59.95

## SPECIFICATIONS & DIMENSIONS

Model No.	CFM	Hi Speed R.P.M.	Watts	Blade Dia.	Motor H.P.	Fan Wgt.	Shpg. Wgt.
20-RW	3950	970	170	20"	1/20	17 lbs.	23 lbs.
20-PR	3950	1000	170	20"	1/20	21 lbs.	26 lbs.
Series 20-U 20-S	3950* 2500†	1000 1000	162 162	20"	1/20	35 lbs. 30 lbs.	38 lbs. 36 lbs.
16-S 16-SPB	3000° 1900†	1025 1025	110 110	161/2"	1/30	20 lbs. 31 lbs.	23 lbs. 34 lbs.
12-T	3120° 2400†	1500	150	12"	1/40	26 lbs.	31 lbs.
12-5	1700* 1200†	1520	60	12"	1/40	14 lbs.	18 lbs.

\*Equiv. NEMA rating †PFMA rating

THE LAU BLOWER COMPANY . DAYTON 7, OHIO



## Air Flight fans

NEW FROM LAU! Here they are...designed to give you an even bigger edge on competition! These fans join the already outstanding Fan line. Handsome, durable plastic won't rust, peel or warp.



Model 16

No other fan offers so much at such a low price! Light, but unusually strong. Handsome two-tone grey. 14" high, 13" in diameter. Ship. wt., 12 lbs.

36.95



Model 11

Same louvering as Model 16. 3520 c.f.m. 3-speed foot control. Jet black plastic top with clear or black louver rings. Tops in performance and safety! 14" high, 15" in diameter. Shipping wt., 17 lbs.

49.95



Model 12

Patented, aerodynamic louvering gives the maximum in directed air flow. 3520 c.f.m. 3-speed foot control. Mahogany-colored plastic top, buff louver rings. 14" high, 15" in diameter. Shipping wt., 17 lbs.

49.95



Model 5

Engineered for peak efficiency. Streamlined plastic grille eliminates air-drag. Neutral grey louvers, black base. 10" fan. Shipping weight, 12 lbs.

39.95

## SIX WAYS TO USE LAU FANS FOR WONDERFUL COOLING...



Exhausting Air

All Lau fans will exhaust air through open windows, drawing cool air into your rooms. Creates gentle breezes.



Distributing Air

Cooling comfort results from keeping air in motion, replacing stagnant air with fresh air.



Distributing Warm Air

You can use your Lau fan for distributing warm airl Place it facing the radiator, or over a register.



Airing a Closet

Place your Lau fan before the closet's open door and quickly change the stale air. Works well in kitchen, laundry, too!



Drawing In Cool Air

Mount your Lau fan in a window, set on intake position and enjoy floods of cool air from the out-of-doors.



Cooling Several Rooms

Use a Lau 20" or larger fan in exhaust action.
Install in hallway or adjoining room window.
Open windows of rooms to be cooled.

All Lau Fans Carry a 5-Year Factory Guarantee



THE LAU BLOWER COMPANY . DAYTON 7, OHIO

Other Plants in Kitchener, Ontario, Canada & Irwindale, California

LAD 835-1158 (Supersodes LAD 820-9156)

Printed in U.S.A.

## new products

**Kelvinator** (contd)

loading; 3 door shelves; waistlevel crispers, slide-out fruit basket; aluminum shelves.

K74H-12, single door refrigerator with push-button defrost, has 11.8 cu. ft. capacity; full-width frozen food chest holds up to 50 lbs. and a 10.4 cu. ft. fresh food compartment; full-width storage tray below frozen food chest holds additional 20 lbs. meat etc.; steel wire shelves; top shelf has opening on left for tall bottles etc.; full-width moisture seal crisper for fruit and vegetables; door has twin handichests, portable egg trays; gold-anodized door shelves.

K73H-12, manual defrost identical with K74H-12.

## Freezers

Six freezers in 1958 line consists of 3 upright and 3 chest models, all space-engineered for maximum storage.

Uprights have 1-piece, wraparound construction; low wattage unit around door opening minimizes cabinet sweating; safety door latch for easy opening from inside. "Style Mark" freezer KVK-14, square-corner 14 cu. ft. model holds 490 lbs. 31 in. wide, 63 in. high; exterior and interior styling matches K75H-13 refrigerator. Magic-Stor" provides access to all 5 door shelves and keeps packages in place; vertical center bar attached to horizontal bars on front of each door shelf; packages are held in place when vertical bar is in down position, when vertical bar is raised packages are removable.

Special tall package rack near bottom; tumbler-type lock; freezer cabinet has refrigerated top plate for maximum refrigeration from top to bottom and 4 shelves with refrigerated coils; roll-out storage basket.

KVH-9, an 8.6 cu. ft. model holds 301 lbs.; 2 deep door shelves; refrigerated top plate, 3 fast freezing shelves; lift-out steel wire shelf.

KVH-18 holds 630 lbs.; 18 cu. ft. capacity; refrigerated top plate; 3 refrigerated shelves, 2 with drop-down fronts; roll-out storage basket; 2 wire shelves for cans and small packages; center door has combination dispenser rack and door shelves.

Chest models KCH-21 20.9 cu. ft. capacity holds 731 lbs.; 2 removable steel dividers, 2 wire baskets; high speed freezing section separated by permanent steel divider; safety lid latch and lock; counterbalanced lid; interior flood light.

KCH-15, 15 cu. ft. holds 525 lbs.; features 2 storage baskets that lift out, highspeed freezing compartment, interior floodlight, safety latch and lock.

KCH-10, 10 cu. ft. holds 350 lbs.; high speed freezing section, storage safety signal light, door floodlight, built-in lock.

## **Room Air Conditioners**

"Thin-Style" room air conditioners for 1958 combine compact, modern styling with 2-directional cooling; "Filtermatic Signal" that automatically tells when filter needs changing.

Line comprises 8 models, 5 are "Thin-Style" plus casement window model, a 2-hp "Masterpiece", and a budget-priced "Challenger" model. Five models operate on standard 115 volts, draw 12 or 7½ amps.; models are available in 1, 1½ and 2 hp.; all models color styled in 2-tone grey; controls on gold panel cabinet front.

Two-directional cooling permits conditioning 2 adjoining rooms with single unit; units have capacity and air flow control to channel air into both rooms at same time; 2 sets of louvers, vertical, and horizontal operate independently, providing infinite number of directional adjustments and focusing air streams with accuracy.

Filtermatic Signal on lower left corner of Thin Style units turns red when filter becomes

"Thin-Style" series includes 1, 1½ and 2 hp. models for 27-in. width windows or thruthe-wall; 3 models operate on 115 volts; 2 on 230 volts; minimum inside and outside overhand; only 1% in. inside. Other features include replaceable glass fiber filter; pushbutton controls; adjustable thermostat; 2-speed fan; exhaust vent; all-season reverse cycle heat for year-round comfort.

Casement model RH—1071C, may be mounted half-in, half-out or completely inside; 1 hp. model draws 7½ amps., 115

volts; concealed pushbutton controls; 2-speed fan and fresh air vent.

Masterpiece RH2092 for large homes etc.; available with allseason reverse cycle heat; 3speed fan; three 2-directional cooling nozzles; concealed pushbutton; fresh air exhaust vents, adjustable thermostat. Challenger, RH-1041, has 1 hp. capacity, 12 amps., 115 volts; "Thin-Style" cabinet; fits into 27 in. windows or through the wall; adjustable thermostat; adjustable air directional louvers; also available with all-season reverse cycle heating. Kelvinator Div., American Motors Corp., Detroit 32, Mich.



## **HAMILTON 1958 Laundry Line**

Nine models in Hamilton's 1958 laundry line include 4 washers and 5 dryers. Top "400" series has 2 washers (regular, Suds Saver model,) and 2 dryers (gas and electric). Medium priced "300" series has a regular and a Suds Saver washer and 3 dryers, (electric, gas with automatic ignition or with manual pilot).

Any one of 5 wash-water temperatures (hot, medium, warm, cool and cold) may be selected by pushbutton control with "400" washer; other new features include a regular 35min. and a short 19-min. wash cycle; 3 pushbutton rinse-water temperature selections, 2-speed agitation and 2-speed spin. User has complete freedom in selecting proper time cycle, wash and rinse water temperature and agitator and spin speeds, permitting safe laundering of any fabric.

In "400" dryer, new Cycle-Set timer gives 85-min. normal drying cycle with a 5-min. cooloff period, and a short cycle (for wash-and-wear fabrics) of 40-min. with 10-min. cool-off to bring wash-and-wear garments to room temperature without wrinkles or creases. Also new in "400" dryer is Fabri-Set heat selector with 5 pushbuttons marked in fabric types—wool, cotton, knits, "blends" and air (no heat). Two new safety controls are the Lint Minder light, to insure correct seating of lint screen; and Heat Miser light, to tell when element is in operation; all features on gas or electrics.

Matching pairs of washers and dryers in "400" and "300" series restyled in new square look; control panels in "400" illuminated by concealed floorlighting, color-accented in metallescent charcoal and yellow with gold trim; charcoal, gold and silver trim on "300" series.

Hamilton "300" washer has 2-cycle timer; 3 wash-water temperatures; 2 pre-set rinsewater temperatures. Suds Saver model has 2 speed agitation and 2-speed spin.

The "300" dryers feature a radial timer; Fabri-Set 5-position temperature control. Other Hamilton features include Sun-E-Day ultra-violet lamp; Carrier Current air circulation; Satin-Smooth drum; holds 9 lbs. dry weight.

RCA Victor announces a dramatic new concept in high fidelity merchandising

## THE "ADD-ON" HOME E



Matching High Fidelity and TV can be arranged countless ways. Record Player (HFP) \$169.95 - Auxiliary Speaker (HFA) \$69.95 - Record Cabinet (HFR) \$26.95 - TV (21T820) \$209.95\* - Choice of Stands (STD2, STD3) \$17.95 and \$24.95.

5 new, highly styled modular units that can be sold all at once or one piece at a time. They're planned, priced and promoted to help you increase retail traffic, create customer interest, boost sales and profits!

**HOW'RE YOU GOING TO KEEP THEM OUT OF YOUR STORE** — once this news gets out!

Here is matched high fidelity and TV at prices that offer unheard of values. And the pieces can be bought in countless combinations and arranged the way your customers want!

The whole Home Entertainment Center includes: 4-speed High Fidelity "Victrola," auxiliary high fidelity speaker, roomy record storage cabinet, plus a choice of gold complementary benches. And an RCA Victor TV with 262 sq. in. viewable area can even be added to complete a versatile home entertainment center.

The \$501.

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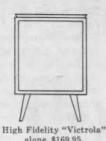
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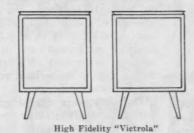
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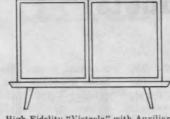
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FEBRUARY, 1958-ELECTRICAL MERCHANDISING



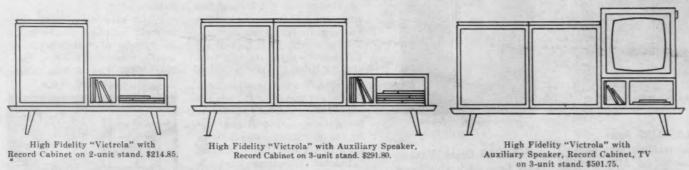


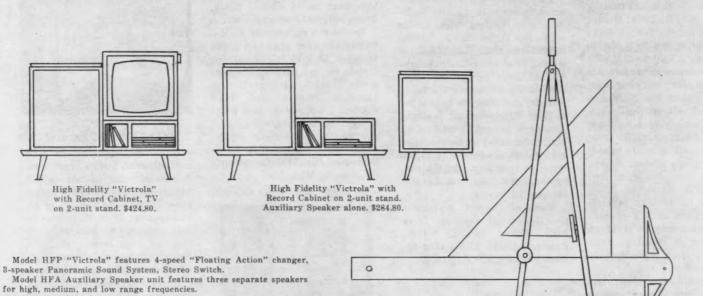
with Auxiliary Speaker, \$239.90.



High Fidelity "Victrola" with Auxiliary Speaker on 2-unit stand, \$257.85.

## ENTERTAINMENT CENTER





The combination shown above is nationally advertised at only \$501.75. Countless other combinations can be sold, starting from \$169.95. All pieces (except stands) are available in ebony; or mahogany-, oak-, and walnut-grained finish.

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Combination sales offer plenty of opportunities for extra profit. And remember, this exciting promotion will permit you to advertise high fidelity . . . display high fidelity . . . and sell up to bigticket high fidelity merchandise.

Plan to have your RCA Victor "Add-on" Home Entertainment

Center merchandise on display when national advertising breaks in the February issue of Better Homes & Gardens, and on the Perry Como Show (NBC coast to coast) Feb. 8th. Your RCA Victor distributor is ready to help you. Call or wire him today!



Mfr's nat'ly adv'd list prices shown, subject to change. Suggest RCA Victor "New Orthophonic" High Fidelity recordings. \*RCA trademark for record players. \*Mahogany or oak—VHF (UHF optional extra), prices slightly higher far West and South.

## new products

Hamilton (contd)

Prices: "400" washer, \$369.95; Suds Saver model \$389.95; gas dryer \$399.95; electric dryer, \$279.95. "300" series washer, \$239.95; Suds saver, \$309.95; gas dryer with instant ignition, \$279.95; with manual pilot, \$249.95; electric \$229.95 Hamilton Mfg. Co., Two Rivers, Wis.



Atlas-Aire suitcase fan No. 820P

## **ATLAS-AIRE Fans**

Five new window fans have been announced by Atlas: two 20-in. portable suitcase models, 820P, and 820PR; 20-in. Deluxe exhaust window fan, C-20X; and 2 electrically reversible 20in. window, RT-20 and RA-20.

Portable suitcase models are lightweight for carrying anywhere in house. No. 820P has 2-speeds, 3 electronically-balanced offset blades, rubber mounted; direct drive 60 cycle a.c. motor; safety grill; bakedon 2-tone green enamel finish; 1200 rpm. high, 900 rpm. low.

No. 820PR, same as 820P, plus being electrically reversible—2 forward and 2 reverse speeds; blades may be reversed while motor is running; fans weigh 20½ lbs.; both have 5-year warranties.

Deluxe exhaust window model, C-20X, has 3-speeds with switch control; 4-blades electronically balanced for silent operation; measure 20 in. from tip to tip; enameled parts specially treated with phosphatizing process for longer life; 2-tone green finish.

Reversible model, RA-20, features Venturi design; pushbutton control for reversing fan while in operation; 2 intake and 2 exhaust speeds.

No. RT-20, electrically reversible with thermostat control, automatically adjusts to

maintain preset room temperature; 2 intake and 2 exhaust speeds; Venturi design; pushbutton controls; Westinghouse permanent split capacitor motor. 2-tone green finish. All window fans fit 26 in. windows without panels, and 28 to 37 in. windows with panels. Atlas Tool & Mfg. Co., 5147 Natural Bridge, St. Louis 15, Mo.



Waring portable drink Mixer

## **WARING Drink Mixer**

This 1-piece portable electric drink mixer with its own builtin motor features slim, carafe contours, styled in 5 fashion colors-charcoal, flame, antique white, blue or yellow; weighs 31/2 lbs.; can be carried wherever drinks or liquids are being mixed; can also be used for mixing light-bodied soups. dressings, sauces as well as all kinds of drinks; turbo-blades of surgical steel operate at 15,000 rpm.; mixing capacity, 24 ozs., or about 8 drinks; a.c.-d.c. motor uses 120 watts.

Made of "Cymel" melamine, practically unbreakable; 12-in. high. Price: \$24.95. Waring Products Corp., 25 W. 43rd St., New York 36, N. Y.



**RCA Whirlpool Cleaner** 

Compact cleaner, weighs 14½ lbs., carries 5 cleaning tools in concealed storage compartment.

Imperial E-80 is 8 in. high, 13½ in. wide, 19 in. long; can be stored on closet shelf, under bed; may be stood on end for cleaning stairways or tight corners; low center of gravity makes tipping impossible; rear swivel caster.

Built-in storage compartment with hinged-self-latching cover holds full set of cleaning tools: floor and rug nozzle with spring-mounted brush to loosen dirt particles, upholstery nozzle flexible dusting brush, swivel brush for floors and walls.

Large disposable dust bag wraps around 1 hp. motor; selfsealing rubber collar keeps dirt from escaping; handle makes it easy to insert or remove bag: 3-bags included with cleaner. Dust bag and motor concealed by hinged cover which closes against Vinyl furniture bumper forming airtight seal. Removable, permanent glass fiber filter; diffused air exhaust; foot pedal switch fingertip control in hose handle permits adjustment of suction power; 8-ft., flexible Vinyl hose, curved aluminum handle snaps into cleaner inlet; 2 aluminum wands with snap connectors. Demother cake.

Diecast aluminum cast, 2tone gray baked enamel finish, green bumper, hose and tools.

Bambi model, weights 15 lbs. finished in dark gray and green is  $8\frac{1}{4}$  x 13 x 16 in.; 3 casters, stands on end without tipping; green Vinyl bumper doubles as carrying handle and cord winder. 1 hp motor, foot pedal switch; tools include floor and rug nozzle, upholstery nozzle, dust brush, crevice tool. RCA-Whirlpool Div., Whirlpool Corp., St. Joseph, Mich.



Ben Hur upright freezer

## **BEN HUR 1958 Freezers**

Ben-Hur's 1958 line of freezers includes 2 uprights, 4 chests and a combination refrigerator-freezer.

Upright models U-158 and U-208 feature "built-in" look U- 208, 20-cu. ft. model holds up to 700 lbs. food; U-158, companion for small family, holds 490 lbs.

Chest models C-108, C-148, C-188 and C-228, offer a choice of 10, 14, 18, and 22 cu. ft. capacity respectively; features include wrap-around cold coils; sharp-freezing compartment.

Shelves, top and bottom, of uprights are "cold-coiled"; each freezing shelf is fast freeze surface; Handi-Stor door of uprights holds large institutional size packs as well as usual 10 oz. packs, food bags and juice cans; all packages held behind "lift-up" bars.

Other features include safety control; Desert-Dri construction door latch; safety signal light; tamper-proof temperature control prevents "sweating" on outside.

White exteriors; ice-blue interiors; built-in exteriors come in variety of metal tones to match modern kitchens. Ben-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee 12, Wis.



Manitowoc 2-zone freezer-refrigerator

## MANITOWOC Freezer-Refrigerator

Manitowoc 2-zone freezer-refrigerator combination offers square styling for harmony with other kitchen appliances; 21 cu. ft. capacity; 10 cu. ft. refrigerator compartment has milk bottles and other large containers. Switch allows refrigerator shutoff without affecting freezer.

Freezer section has 11 cu. ft. capacity, 385 lbs . . . ample for meat in split sides in wholesale cuts. Radiant condenser system radiates heat through side walls; cabinet exterior stays dry in extreme humidity; coil arrangements provide freezing surface of 18.8 sq. ft. to maintain constant cold and prevent food spoilage; right or lefthand doors have large food compartments and specially mounted panels that can't crack, warp or buckle; yellow interiors. Manitowoc Equipment Works, Manitowoc 12, Wis.

## Sell any brand of floor polisher...

## BUT READ THIS FIRST!

At Johnson's Wax, we are interested primarily in protecting and beautifying floors—and carpets, too. In our laboratories, we test all leading floor-care machines and we find that all do a satisfactory job of *polishing* floors. Polishing, however, is only one of the four big floor-care jobs. For complete floor care, we honestly believe that your customers will be served better if you sell them the new, single-brush Johnson's Wax Convertible polisher-scrubber because it:

## 1. Cleans and waxes floors better . . .

The single-brush Convertible provides the only practical and effective method of cleaning dirty floors and applying wax uniformly—at the same time! With Johnson's exclusive disposable pads the wax goes down on the floor and the dirt comes up on the pad—in one single automatic operation. A brush alone only mixes the dirt with the wax, and when used to apply wax without a pad, a brush becomes messy and requires a thorough cleaning.

## 2. Polishes and buffs better...

The Convertible's large single brush polishes uniformly in one direction only, causing all the wax particles to lie in one direction, thus producing a brighter shine in side-by-side tests. Although it weighs only  $10\frac{1}{2}$  pounds, the Convertible concentrates more work weight on each square inch of brushing area, giving a hard, thin film of wax.

## 3. Scrubs floors better...

Because it has the exclusive single-brush design, the Convertible does not splash water or suds on baseboards, furniture or appliances. The bristles of the scrubbing brush are angled in to prevent splattering—brush gets right up to baseboards and within  $1\frac{1}{2}$  inches of corners.

## 4. Dry-cleans rugs better . . .

Because the polished stainless-steel disk in the center of the special rug-cleaning brush lets the machine glide over the rug while the nylon bristles are free to work rug-cleaning compound down into the pile. The rug-cleaning brush does not scatter the compound and requires no complicated adjustments—attaches as easily as other brushes.

Not only will you satisfy customers, but you will find it profitable to sell the Johnson's Wax Convertible. It has an attractive advertised price of \$49.95, with good dealer profit.

## **Extra Profits from Optional Equipment**

A Waxing and Scrubbing Kit containing a scrubbing brush, 10 applying and buffing pads, a pint of Johnson's Beautiflor cleaning wax, and a pint of Johnson's Kleen Floor—everything that is needed to clean floors, apply wax and scrub floors—suggested list price \$4.95.

A Rug-Cleaning Kit contains the special rug-cleaning brush and four cans of Johnson's Rug Cleaner. Its suggested list price is \$13.95. Since the Convertible was introduced last July, about 50% of all the machine's sales have included one or both of these kits!

You can also profitably sell additional rug cleaner and extra packages of disposable pads. These items will bring customers back to your store time and time again, and will give you an excellent opportunity to sell other merchandise.

## **Single Brush for Best Results**

Johnson's has been the acknowledged leader in the floor-care business for over 75 years. Since 1925, we have been designing and selling electric floor polishers both for home and commercial use.

We are able to make any type of floor-care machine for the home. Our reputation, however, as floor-care experts, and our position in the industry as the leading manufacturer of floor-care products demand that we offer consumers a floor-care machine that will give them the very best results. That is why we recommend the efficient single-brush Johnson's Wax Convertible to you for your customers.

**NEW JOHNSON'S WAX** 



"Johnson's." "Beautiflor." and "Kleen Floor" are registered trademarks of S. C. Johnson & Son. Inc., Racine, Wisconsin.

S. C. JOHNSON & SON, INC., RACINE, WISCONSIN

## How to smooth your sales path



George: Andy! What are you doing with that garden hose in the middle of February!

Andy: Shhhhh! Not so loud, George. I gotta great new idea for stepping up store traffic for my Handy Appliance dealers. Wait'll you hear it. It's stupendous...now, if I can just get this blasted thing turned on...



George: But Andy, that water will freeze and make the street all slippery!

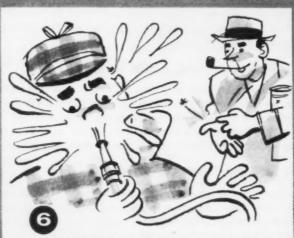
Andy: Not so LOUD, George. That's the idea.
I'm slickin' down every street where I
got a dealer. Then during rush hour tomorrow, we'll stop 'em cold. Haw! Stop
'em cold! Good one, huh, George?

George: No—and I fail to see how it will help your store traffic, either.



Andy: Well...I thought about it, George. But there's so much appliance manufacturer advertising in the Trib already.

George: Sure. More than in any other newspaper in the world—and leadership like that must be based on sales results. Don't forget, the Tribune reaches Chicagoland's biggest audience—more than 950,000 families daily, close to 1,300,000 on Sunday.



Andy: WOW! I'd have to ice up the whole Lake Shore Drive to reach that many! Do you really think I'd be better off concentrating in the Trib?

George: I'm sure of it. The Tribune really jolts people into action in Chicago. You'll reach more families, sell more appliances and make more money.

## in the big Chicago market!



Andy: Then just lissen. I'm making these streets so icy an Army half-track couldn't get through. Then when traffic gets completely fouled up, guess whose dealers will be serving hot coffee and donuts? And once we get people inside—WHAM! Nobody gets out without buying a Handy!

George: Andy, Andy. That's not the way to sell appliances in the big Chicago market. Even in January, you could get a lot more customers to visit your dealers by advertising in the Chicago Tribune.



Andy: But George, I'm even going to spike the coffee with brandy. Imported brandy! Good stuff! That oughta really soften 'em up for the sales pitch.

George: Believe me, Andy, your customers are much more receptive to Tribune advertising. They prefer the Tribune. 58% named it most useful when buying an appliance. Other Chicago newspapers were named by only 18%, 15% and 8%.



Andy: Those last words did it, George, ol' buddy. Darn this ice—I gotta get going!

George: Where?

Andy: To salt down these slippery streets and salt away more profits by using the Tribune



## **OUR POLICY STANDS...NO PRIVATE BRANDS**

## Of all the millions

of General Electric major appliances shipped to every point in the world, there is not one single "private brand" appliance among them. Reason? Simple. General Electric does not *make* any private brand major appliances or TV sets for *any* individual customer...

## our policy stands . . . no private brands

It's a policy General Electric Retailers like. And that's just fine with us. For what is good for General Electric Retailers is certainly good for General Electric. General Electric Company, Appliance and Television Receiver Division, Appliance Park, Louisville 1, Ky.

Progress Is Our Most Important Product

GENERAL ELECTRIC



## new products



Westinghouse built-ins OL-24 oven and PJ68 and PJ-66 2-unit surface platform

## WESTINGHOUSE Built-in Ranges

Two new built-in ovens and 4 surface cooking platforms have been introduced into the Westinghouse 1958 range line.

OL-24, deluxe oven and OL-17 economy 17-in. oven feature Miracle Seal to lock heat in and disturbing air currents out; single-dial oven controls located below door out of heat zone; automatic timer clocks; both available in confection colors—yellow, aqua, pink also chrome or antique copper. Both have oven signal light that glows when oven is using current, goes out when selected temperature is reached.

OL-24 features glass look-in door; choice of 7 rack positions; removable bottom Corox heater; recessed infrared top heater; interior light can be turned on without opening door.

OL-17 has removable tubular Corox bottom and infrared top heaters.

## **Surface Units**

Two 4-unit platforms, PL and PLS; and two 2-unit sections, PJ-68 and PJ-66.

Deluxe PL features 4 plugout units (28-in. and 2 6-in.); one 6-in. unit, a Super Corox fast heating unit—gets hot in 20 secs. Built-in Color Glance control shows 5 marked heat settings for each unit; controls can also be set between marking to give infinite heat control. PL platform in stainless.

PLS, similar to PL has infinite heat control on all 4 units; available in Confection Colors and brushed chrome.

PJ, 2-unit platform features a 6-in and an 8-in. unit. PJ-66 two 6-in. (one a Super Corox) both models available in stainless or Confection colors.

Remote control panel for 2unit models houses Westinghouse infinite heat controls and can be installed in any convenient location—counter backpanel, counter top adjacent to platform, or below work surface on counter front. Westinghouse Electric Corp., Mansfield, O.



Signal "Golden 5000", No. RWP-21

## SIGNAL Window Fan

"Golden 5000", new 1958 super deluxe model RWP-21, topend "line leader" 20-in. window fan is announced by Signal.

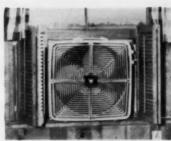
Features include new styling with molded 1-piece Breeze-Diffuser grille, accented by star-shaped golden signature medallion; gold finished control panel at top of fan.

Rated at 5000 cfm (NEMA rating) it is electrically reversible with 3 speeds in each direction; has thermostatic control; new Signal pilot light

tells when fan is turned on, regardless of thermostatic setting; Golden Beige finish.

Price: \$69.95. Signal Electric

Price: \$69.95. Signal Electric Div., King-Seeley Corp., Menominee, Mich.



Westinghouse "Custom" window fan

## **WESTINGHOUSE** Fan Line

Complete new line of automatic window fans that turn onand-off automatically as temperatures vary, include Custom,
Convertible Deluxe and Convertible Special suit-case type window fans; 2 new permanently
attached "basket" fans; 3 "Mobilaire" models; 3 all purpose
Riviera hi-velocity fans; 4 Livelyaire table fans; 3 built-in
wall or ceiling ventilators and 4
4-wall window ventilators.

Headed by Custom model featuring twin side controls for easy selection of desired cooling, an easy-to-grip new sash handle that locks fan into window setting and eliminates need for side panels; electrically re-



versible; indicator light and automatic thermostat.

"Basket" models have permanent adjustable panels, front control dials, chrome grilles.

Mobilaire fan line of 3 with power to cool 4 to 5 rooms every minute; 2-speeds, adjustable in height; completely protected by safety-mesh chrome grilles—front and back. Deluxe Mobilaire, 360 deg., adjustable cools in any direction.

Riviera, all-purpose hi-velocity models in 8, 10 and 17-in. sizes are usable 5-ways: with air-injector rings and air-jet vanes as table fans, hassocktype fans, wall or ceiling fans, intake and exhaust window fans.

4-wall window ventilator can be snapped in as an exhaust fan, or intake, or removed from mounting for room circulation cooling as a table or hassock. Westinghouse Electric Corp., Fan Dept., Springfield, Mass.

## LAU Hassock Fans

As part of their 1958 line of fans, Lau announces 4 "Air Flight" plastic hassock fans:

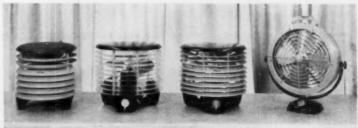
No. 12, has patented aerodynamic louvering; mahogany colored plastic top and buff louver rings; 3-speed foot control; 3520 cfm air delivery; 14 in high, 15 in diam.

No. 11, similar to No. 12 with black plastic top and clear or black louver rings.

No. 16, slightly smaller, with same type plastic construction and circular design; 14 in. high, 13 in. diam.

No. 5, portable air circulator, round design, easily moved around home, or mounted in window with special foot plate. Knobs on either side permit turning fan through complete circle; can be locked at any angle; streamlined plastic grille eliminates air drag; gray louvers, black base.

Prices: Nos. 11 and 12, \$49.95; No. 16, \$36.95; No. 5, \$39.95. Lau Blower Co., 2027 Home Ave., Dayton 7, Ohio



Four Air Flight plastic hassock fans

## NORGE Obsoletes All with most revolutionary



## Shelves Swing Out!

All the food is brought out into full view and easy reach. And since shelves pivot from side, there's no center post in the way...no sacrifice of storage area. Shelves even lift out for carrying to sink or work counter. Completely obsoletes rotating shelves and slide-out shelves!

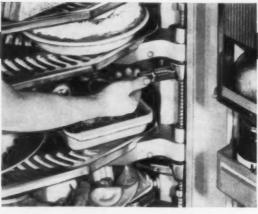
Crisper Swings Out, Too! Puts full 29 lbs. of fruit and vegetables right at fingertips. Even lifts out for taking to sink. Saves time! Saves steps!

## Genuine Obsolescence Instead of Phony Obsolescence Means an End to Diminishing Refrigerator Sales and Profits!

The refrigerator gimmicks, gadgets, color, face-lifting, etc., of the past few years—vain attempts to create obsolescence—have failed to impress the consumer. Take a look at the figures: '56 unit sales 375,000 under '55; '57 unit sales 275,000 under '56. All this in the face of an expanding economy, with millions of new households, and with vastly increasing food storage needs.

The reason is simple; none of these changes offered any real consumer benefits, and hence did not obsolete existing refrigerators. For 1958, however, Norge changes all that with the only really new refrigerator in years. It's completely up-to-date in every way with automatic defrosting, giant 116-lb. zero-degree freezer, and completely new styling. In addition, it offers exclusive new features that truly obsolete all others. They offer real consumer benefits. Customers will pay full price for such features and you will have a return to full mark-ups...full profits.

CALL YOUR NORGE DISTRIBUTOR TODAY FOR FULL FACTS ON THE COMPLETE LINE!



## **Shelves Adjust Without Unloading**

New Shelf-Spacer moves them up or down with a flick of the wrist! No need to remove shelves or food!



## New Built-In Look!

Smart contemporary lines give you the modern look without costly kitchen remodeling!

## NORGE

is The Dealer Profit Line



NORGE SALES CORPORATION, Subsidiary of Borg-Warner Corporation, Merchandise Mart Plaza, Chicago 54, Illinois, Canada: Addison's Ltd., Toronto. Export Sales, Borg-Warner International, Chicago 3, Illinois.

## Other Refrigerators new features in 10 years!



## Ice Dispenses Automatically!

A revolutionary FIRST from Norge! Ice trays swing down automatically to deliver dry, separated cubes into handy serving basket. No more fussing with ice trays! No levers to pull! Customer just pulls out basket and helps himself to one cube or dozens. There's always a constant supply right at his fingertips.

They'll really "o-o-h" and "a-h-h" when you demonstrate this feature. It creates a genuine obsolescence factor by making all other ice service suddenly old fashioned.

## NORGE Swing in Serve REFRIGERATOR

Hottest Step-Up Line in the Industry!



11 cu. ft. Customati Model C-1158



11 cu. ft. Deluxe Model D-1158



8 cu. ft. Deluxe Model D-858



## new products



WESTINGHOUSE 1958 Air Conditioners

Westinghouse 1958 air conditioner line features a reverse thermostatically controlled heat pump that operates even when outside temperature is below freezing; wall-to-wall cooling is accomplished by a feature called Power Sweep; consists of oscillating directional louvres behind grille which sweep back and forth in vertical plane-distributing cool air evenly across entire room.

Models equipped with reverse cycle heat pump also have heating elements, and can heat a room to thermostat setting when outdoor temperature is zero.

Westinghouse portable Mobilaire, a 1-hp. "plug-in" unit operates on normal household current; accessory cart with an adjustable frame fits any window up to 40 in. wide; a platform can be raised or lowered making it possible to slide air conditioner quickly and easily into place; circulates 200 cfm. with fan at high speed, 165 cfm. at low; functions as dehumidifier, removing more than 11/2 pts. moisture per hr.

Two other series, Streamliner and Super, and a special casement model complete 1958 line.

Streamliner series consists of 6 models designed for throughthe-wall or window installation; 27 in. wide, 16 in. deep and 17 in. high with neutral sandalwood color schemes; each has 4 directional grilles permitting wall-to-wall cooling; 4 operate on 115, 2 on 230 volts.

Six Super series feature adjustable craft-free grilles, fiberglas filters, single dial control, quiet operation and air circulation from 240 to 475 cfm.; 2

models operate on 115 volts, the balance on 230 volts. A 2-hp. model cools up to 3 rooms.

Special casement model can be mounted part-in, part-out or completely inside any standard width casement or doublehung window; features pushbutton controls 5 zones include cooling, circulating and fresh

All have Perma-Cold thermostat which permits lowering temperature to any level.

## **Dehumidifiers**

Westinghouse 1958 dehumidifiers beature a new quick-action Humidistat on Custom models. Control starts dehumidifier automatically when humidity rises, stops it when dryness desired is reached.

Both Custom and Deluxe models restyled Custom in powder blue cabinet with gold trim grille. Deluxe in sandlewood. Custom contains built-in out-of-sight 10-qt. polyethylene container; Deluxe with convenient length of hose for automatic drain-off. Both are mounted on casters, operate on 115 volts, 60 cycle a.c.; moisture-laden air is fan-blown over cold, refrigerated coils to condense moisture and dry clean air is returned to room. Removes as 31 pts. moisture within 24-hr. period. Westinghouse Electric Corp., Room Air Conditioning Dept., Springfield 2, Mass.



Air King Range Hood far

## **AIR KING Fans**

New line of 2-way attic and exhaust fans designed to allow vertical or horizontal installation. Only 131/2 in. high, this special low design and 2-way mounting will fit almost any attic. Pre-wired, with power leads brought to an outlet box for easy wiring, will not require use of suction box.

Available in 24, 30, 36, 42, and 48 in. models, featuring precision balanced blades for quiet, large volume air delivery, built-in Thermoguard protector, sealed-for-life ball bearings on blade shaft and resilient rubber mounted motor.

## Range Hood Fan

New mitered edge design and "flip-top" construction that permits use of one hood for right, left and solid top installations is featured in Berns Air King range hood series.

Tapered, mitered sides available in a new RadioHood, a prewired hood-fan and a series of standard hoods.

RadioHood features a builtin 5-tube superhet radio, 3speed pushbutton control of fan, and light in 36, 42 and 48 in. lengths and 4 finishes.

Pre-wired hood-fans allow wiring through quick easy handy outlet box and 3-speed pushbutton control, 36, 42 and 48 in. models in coppertone and triple plated stainless steel.

Prices: Attic fans begin at \$99.90; RadioHood, \$64.40; prewired fans, \$48.20 flip-top series, \$25.70 Berns Air King Corp., 3050 N. Rockwell St., Chicago, Ill.



## MODERN MAID Refrigerator-Freezer

Built-in refrigerator-freezer combination to go with Modern Maid built-in range line. Features a new squared up design to match range.

Although only 36 in. wide it has capacity of 10 cu. ft. in refrigerator and 13 cu. ft. in freezer with separate temperature controls for each; available in antique copper or satinized stainless type finish; refrigerator section dissipates frost before it can form, and Moistaire circulation preserves food freshness.

Freezer holds 455 lbs.; has super-fast freezing anywhere in compartment features 2 full width package shelves, 2 slide out freezer baskets; 3 shelves in door, holding up to 36 10-oz. packages of frozen vegetables. Prices: \$799. Tennessee Stove Works, Chattanooga 1, Tenn.



## KISCO Window Fans

Two new 20-in. window fans, P-20 Carry-About, and P-20-R reversible portable fans.

P-20, portable-Carry-About, hi-lo model has 3750 cfm capacity; 2-speeds; 10-ft. power cord; grey finish.

P-20-R, electrically reversible, portable, has 3750 cfm; 2speeds; extension panels available extra, both models.

Prices: P-20, \$44.95; P-20-R, \$49.95. Kisco Co., Inc., 2400-40 De Kalb, St. Louis 4, Mo.



RP Aprilaire portable humidifier No. 135

## **APRILAIRE** Humidifier

Aprilaire portable humidifier heats, circulates; high or low humidity control; evaporates up to 12 gal. water per day; humidifies up to 26,000 cu. ft.; pushbutton control; can be operated as a high or low capacity unit, electric heater, fan only and can double as an evaporative cooler when operated on low humidity setting; humidistat furnished as optional equipment for accurate, automatic humidification control; plastic reservoir easily filled by pulling out drawer and pouring in water; no installation required; 4 gal. tank; capacity on high humidification, 1/2 gal. water/hr.; on low, 1/3 gal. water/hr.; harmonizes with any decor.

Price: \$149.50 Research Products Corp., Madison 10, Wis.



## FACTORY SPECIFICATION PARTS cut call-backs...protect your service reputation

There's a big difference between "off-brand" parts that cause costly call-backs — and Factory Specification Parts that fit right and work right with one call. And that difference is measured in your profit or loss.

Here's why. All Factory Specification Parts are designed and engineered especially for RCA WHIRLPOOL appliances. They are made to exacting specifications and tolerances. Their quality is rigidly controlled throughout production.

Whatever the service job, if it's an RCA WHIRLPOOL appliance, be right the first call by installing Factory Specification Parts. Others may seem the same — but

they can't provide the same dependable, low cost service. Contact your RCA WHIRLPOOL distributor or A.P.J.A. parts jobber now. There can be no substitute for quality . . . and there can be no substitute for a Factory Specification Part.

FSP

Factory Specification Parts for



meet the toughest specifications in the industry

\* Tmk

Service Division, WHIRLPOOL CORPORATION · St. Joseph, Michigan

## Golden Opportunity



Take the proudest, smartest name in the fan business—add to it the very smartest new fan of the year—and you've got the Signal for a truly great fan-selling season.

For most dealers, nothing more need be said about Signal's success in the fan

business. But if you've missed out on Signal's brand of pre-sold acceptance, you have a delightful surprise coming in real fan-selling fun!

SEE THE NEW SIGNAL LINE
CHECK SIGNAL'S LOW PRICES
GET THE NEW SIGNAL DEAL



WSM-20



HV-120



RWP-21



12-1400



mw. 00



WS-20



RS-20



RP-20

New! Lower Prices!

Now you can sell the best, for less...get the Signal

...and get the most complete, most salable, most profitable fan line going. 23 of the most, popular fan models to sell—with suggested list prices as low as \$17.95, window fans as low as \$29.95, all with plenty of "take-home" profit left in. All have Signal's 5 Year Guarantee.



Get the Signal and you get

SIGNAL ELECTRIC DIVISION

FEBRUARY, 1958-ELECTRICAL MERCHANDISING

.. the Golden 5000'



Powerful 5000 C.F.M. Signal-built motor with Signal's famous 5 Year Guarantee.

real share-of-market

ELECTRICAL MERCHANDISING-FEBRUARY, 1958

**PAGE 119** 

## new products TELEVISION



Zenith 14-in. Patio table set

## **ZENITH TV Sets**

Eight "carry about" horizontal chassis to replace vertical chassis portable TV sets highlight a group of 20 receivers added to Zenith's 1958 TV line.

Wired by hand (no printed circuitry) the horizontal chassis is said to offer greater dependability.

Horizontal chassis in 14 and 17-in. portables are same basic type as in all Zenith 1958 table and console models; tubes are placed in logical circuit progression; all tubular capacitors are ceramic or molded: new 17in. "Room Mate" for hospital and sickroom use has as standard equipment Zenith's Space-



"York" 24-in. Space Co

Command remote TV tuning; using "silent-sound" bed-confined patient can operate set from across room with minimum effort-touching a button on control box in hand turns set on, 'channel hops' from station to station, silences commercials, restores sound or shuts set off.

Also available with set are special caster-equipped stand; earphone attachment for private listening; under-pillow speaker; storage receptable that fastens at head of bed to hold control box, earphone attachment and pillow speaker when not in use.

Four portables feature dial-

controlled Wavemagnet, indoor TV antenna built into receiver; only dial shows on cabinet top. Prices: From \$139.95 to \$575 for 20 receivers. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.



Motorola 21T50

## **MOTOROLA 1958 TV**

Four TV models, 2 consoles, a table and a consolette, have been added to the 1958 Motorola line.

Features include controlled warm-up circuitry; 4-wafer cascode tuner; aluminized 90-deg. short-neck picture tube with 263 sq. in. viewing area (21in.); 20,000 volts chassis power; "Right-Up-Front" design with tuning controls in upper right hand corner; pushbutton on-off control pre-sets volume and contrast regulator.

Illuminated channel indicator featured on No. 21T50 table model, with Power M chassis; two 51/4 in. speakers mounted inside cabinet and third speaker located in base; matching swivel base in mahogany or blond oak finish.

No. 21K84, deluxe console, contemporary design, has builtin hi-fi sound system that matches 12-in. woofer with two 4-in. tweeters; Power M chassis;



Motorola Instamatic 21K90

illuminated channel light; mahogany grained or blond oak

No. 21K90, French Provincial console in Cherrywood contains deluxe Golden M chassis, Instamatic tuning, tube sentry, twin 8-in. speakers.

No. 21C8, Consolette, comes as a table model with matching swivel base; features 3 matched and balanced speakers-two 4in. mounted on either side of cabinet, an 8-in, in base: Power M chassis; mahogany or blond

Price: From \$399.95 for 21K90. No. 21T50 has no suggested retail price. Motorola, Inc., 4545 W. Augusta Blvd., Chicago 51,



## **PHILCO TV Sets**

A 7-model series of 3 basic 110-deg. sets-1 console and 2 table models, in a new "Slender Set" line is introduced by

"Slender Sets" have 21-in. chassis; top-level tuning; edgelighted control panels in cabinet tops; "tapered" and "jeweled" look cabinetry-accomplished with tapered sided cabinets and finished backs. Outfront sound with Philco "long 10-in." speaker.

Wood table models in grained mahogany or light oak finishes; "Slender" consoles with inclined ear-level sound in mahogany, white oak or walnut solids.

Three new 21-in. "Hyper-Power" consoles feature "wraparound-sound" in mahogany. Miss America, on a swivel base also comes in light finishes of grained birch, or white oak. All consoles have casters or swivel action, for mobility, top-front tuning, aluminized picture tubes; built-in VHF-UHF antennas. Custom deluxe sets have dyna-glow channel markers, 3position electronic range switch, super sensing tuner and higher voltage chassis.

A 21-in. swivelet ensemble

with out-front sound in grained mahogany or blond was also announced. A 17-in. portable with Italian leather cabinet has been added to "Slender Seventeener" line of 110 deg. portables.

Other features of "Slender Set" include compact chassis with automatic picture focus, "germanitron" rectifier.

In addition to above, Philco continues 7 basic 21 and 24-in. models in 1958 line introduced earlier.

Prices: From \$179.95 for 17-in. portable to \$389.95 for Miss America in white oak. Philco Corp., C & Tioga, Philadelphia,



## **OLYMPIC TV Sets**

Two new consoles Milton, CH402, and Seaford, CD110. The Seaford 21-in. in genuine maple; Milton, 24 in. model in grained mahogany or oak.

Features include hi-fi TV with 3-d sound system-a 3 speaker sound system containing a heavy duty woofer plus 2 highfrequency tweeters and crossover network; front controls with new "on-off" fingertip pushbuttons eliminates waiting for warmup to adjust volume; horizontal chassis with power transformer for maximum stability; short neck aluminized for Seaford and 335 sq. in. in Milton; "Eye-eeze" filter glass removable for easy cleaning.

Shielded super cascode tuners provide maximum sensitivity and improved selectivity for weak signal and "fringe area" reception.

Both models also available with super cascode all-channel tuner to receive all 82 channels -UHF and VHF extra.

Prices: Seaford, \$309.95; Milton, \$279.95 in mahogany, \$299.-95 in oak. Olympic Radio & TV Co., Div. of The Siegler Corp., 34-01 38th Ave., Long Island City, N. Y.



great HIII-FII WALLUE FAIR means lots of extra sales for dealers!

Webcor Dealers // and Salesmen Cash in Big... Feb. 1 to March 1

> It's the biggest profit event yet! Read all about it...



has everything...and it all means big extra sales for you!



## **WINDOW CONTEST WITH TERRIFIC PRIZES!**

Sensational prizes for designing your own special window to promote this great Webcor Hi-Fi Value Fair. Use the Hi-Fi Value Fair Window display kit your Webcor distributor will supply you—plus your own originality!

1st PRIZE—\$1,000 of Webcor Merchandisel
2nd PRIZE—\$ 500 of Webcor Merchandisel
3rd PRIZE—\$ 250 of Webcor Merchandisel

You choose the merchandise! There'll be two divisions.

—you compete only with other Webcor dealers of similar size.



## FREE RECORDS FOR CUSTOMERS!

Webcor is also making available a special high fidelity LP album of ten 12" records—RETAIL VALUE \$39.80! Around The World in 80 Days, My Fair Lady, Strauss Waltzes—and many other popular and classical hits included! This is a special FREE offer to Webcor Console customers to increase the value of their purchase by nearly \$40! (Your distributor will supply full details.)



## NATIONAL ADVERTISING! LOCAL MERCHANDISING!

Full page 4 color ads in LIFE and LOOK plus SUNSET, NEW YORKER, HOLIDAY and FAMILY WEEKLY will blast the news to everyone in your city that your store is Webcor Hi-Fi Value Fair headquarters! Hard-selling window banners—teaser invitations to mail out—Webcor badges for you and your salesmen—sales-booming newspaper mats—radio transcriptions—suggested TV commercial scripts—the works! Check with your distributor!



## **NEW PRODUCTS!**

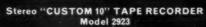
Webcor's 1958 High Fidelity Fonograf and Tape Recorder line is the greatest in the history of sound reproduction! Fact is, this Webcor Hi Fi Value Fair gives you everything you need for the greatest mid-winter selling promotion yet . . . products, national advertising, local merchandising tools—everything!

is also Stereo

speake

Display Webcor big! Sell Webcor big! Cash in big! Sell the line that Sells the fastest! Sell Webcor!

## ANAGACING!



Stereo playback of binaural tapes. Records and plays back monaurally up to 4 hours without reversing reels. 10 watts, 3 big speakers. Mahogany, Limed Oak or Cherry!

PRELUDE "CUSTOM 10" HIGH FIDELITY FONOGRAF Model 1966

"Magic Mind" Diskchanger—3 big speakers—10 watts—50 to 15,000 cycles. Mahogany, Limed Oak or Cherry.



a

## AUDIO-MATE "CUSTOM 10" Model 4923

Optional Separate Speaker Enclosure

A separate matching speaker assembly is also available for use with either the Stereo "Custom 10" tape recorder or the Prelude "Custom 10" fonograf. This speaker assembly has 3 Webcor high fidelity speakers and a 10 watt amplifier perfectly matched and balanced for use with either of the "Custom 10" Twins, and may also be used as a second speaker system for any Webcor fonograf or tape recorder. It also has ample storage space for either records or tapes.

## A complete 2-unit home music center The Webcor High Fidelity

"Custom 10" Twins Matching Stereofonic Tape Recorder with a Webcor Hi-Fi Console Fonograf.

IT'S A GLAMOROUS MATCHED SET—A FINE HIGH FIDELITY FONOGRAF PLUS A SUPERB STEREO TAPE RECORDER! The greatest merchandising package to be offered sound dealers in years. Sell the new Webcor "Custom 10" Twins together—or sell them separately—for sizzling new sales and profit records! LOADED WITH CUSTOMER BENEFITS—RED-HOT SALES PERSUADERS FOR YOU! Tell 'em—show 'em! Customer can—

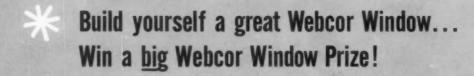
- Play the marvelous new Webcor Prelude "Custom 10" High Fidelity Fonograf by itself for rich, full-dimensional music from LP records!
- Use the Prelude "Custom 10" Fonograf as a second sound source when playing back binaural tapes on the new Webcor "Custom 10" Stereofonic Tape Recorder or any Webcor stereo model. This gives 2-unit, 6-speaker stereo reproduction.
- Use the speaker system of the "Custom 10" Tape Recorder as a second sound source when playing records on the Prelude "Custom 10" High Fidelity Fonograf. This gives 2-unit 6-speaker hi-fi reproduction!
- Customer can use the Webcor Stereo "Custom 10" Tape Recorder to record and play back monaural tapes . . . tapes he records himself at parties, anniversaries and other family events. He can also use it for recording and playing back favorite TV and radio programs!

Ask your distributor about the brand-new Webcor "Custom 10" Twins!

Sell the line that sells the fastest! Sell

WEBCOR!

## It's Webcor HIII" FI WALUE FAIR TIME! Sell Webcor big for those big, hearty bonus profits!



- Show...talk...Sell the Webcor "Custom 10" Twins...
  the hottest profit combo in the
  history of the business!
- Tie in tremendous Webcor Hi-Fi Fair Advertising!
- It's your profit opportunity of all time!
- Stock the full Webcor line! Talk Webcor! Sell Webcor!
- Sell the line that sells the fastest... Sell Webcor... the complete line!

WEBCOR

## new products

TV, RADIO, HI-FI, RECORDERS



RCA-Victor modular Hi-Fi system

## RCA-VICTOR Modular Hi-Fi

New modular hi-fi system designed to match 2 RCA-Victor TV sets with space for adding auxiliary speakers and record storage cabinet for a complete home entertainment system.

One basic unit-a 4-speed, 3speaker New Orthophonic hi-fi "Victrola" phono No. HFP, with detachable legs; can be purchased at one time; a matching auxiliary speaker cabinet, No. HFA for placement on especially designed low-boy bench at a later time. Also available are 2-unit and 3-unit benches, and a record storage cabinet. TV models 21T820 or 21T822, 21-in. TV sets fit on cabinet. Modular pieces designed so homeowners can assemble in a variety of combinations.

Basic unit provided with stereo-jack for addition of a stereophonic sound system; walnut, mahogany, oak, ebony; benches pale gold.

Prices: Full grouping, including a TV set, "less than \$500; individual items: phono, \$169.95; auxiliary speaker, \$69.95; record storage cabinet, \$26.95; 2-unit bench, \$17.95; 3-unit bench, \$24.95. RCA Victor Div., Radio Corp. of America, Camden, N. J.



Zenith carry-about transistor Royal 700

## **Zenith Radios**

Two new series of pocket radios and a compact leather-covered "carry-about" radio have been added to Zenith's 1958 radio line. Completing the line is the all-transistor Trans-Oceanic standard and spread band shortwave portable introduced about a month ago.

All-transistor line, designed for individual listening whether traveling, hunting, boating, fishing in remote areas or using set as cordless table model at home; high audio output rated at 100-milliwatts. One set of mercury batteries gives 400-hrs. listening at normal volume, can also use penlite cells.



Zenith pocket transistor Royal 300

Royal 300 pocket set features new compact design with oversize dial scale.

Royal 500-D pocket set has additional transistor, special circuitry has added radio frequency stage. Both have nonbreakable self-colored nylon cases, dual purpose metal handle that lifts up for carrying or snaps down to make table stand; plugs provided for private listening earphone attachment optional at slight extra cost. Each available in 3 colors: Royal 300: maroon, ebony, or pine forest green. Royal 500-D, ebony, maroon or white.

Royal 700, leather-covered all-transistor portable has 275 milliwatts undistorted power; 6 ordinary flashlight batteries operate set up to 350 hrs. Top grain cowhide has double thickness leather carrying handle; easy-to-use control knobs; plugin for earphone, extra; with batteries weighs 3 lbs. 8½ oz.

Also included is a new portable AM radio-phono, 2 new 4-speaker hi-fi phono consoles bringing number of phono and hi-fi instruments to 32.

Price: From \$29.95 to \$625. Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.



Westinghouse "Brentwood" console

## WESTINGHOUSE TV and Hi-Fi

Two 110-deg. TV sets with manual tuning and a new hi-fi combination AM-phono consolette have been added to Westinghouse 1958 lines.

Addition of 110-deg. sets with manual tuning controls makes slimmer styling available at lower prices. Both table, Stratford, and vertical console, Brentwood offered in contemporary cabinets. Stratford has metal cabinet in mahogany grain or limed oak grain finish. Brentwood, featuring sound system with 8-in. and 4-in. speakers and limed oak or mahogany wood cabinet. Both have pushpull, on-off switch. Other 110deg. models in line feature electronic tuning which automatically selects channels and fine tunes picture and sound.



Westinghouse "Granada"

Granada hi-fi consolette in contemporary styling has liftlid, acoustically designed, wood cabinet, 26 in. high on tapered legs; electronically balanced components with printed circuitry; sound systemincludes a 4-watt amplifier, 8-in. and two 4-in. speakers with filter network, heavy duty 4-speed record changer and an AM tuner.

Controls for tuner, compensated loudness and wide range bass and treble located on top control panel, styled in abstract charcoal-and-white keyboard design; mahogany or limed oak,

provides record storage space in changer well plus outlet for extension speakers.

Matching extension speaker and record cabinets offered for first time by Westinghouse in mahogany, oak or fruitwood grain. Separate on-off and loudness control provided on speaker cabinet, which houses 12-in. intermediate and base speaker matched with a 3-in. treble speaker. Storage cabinet has magnetic-catch door covered in grille cloth to match speaker cabinet; two 121/2 in. sectioned shelves hold approximately 200 records. Both cabinets, 303/4 in. high on 51/2 in. legs. Westinghouse Electric Corp., TV and Radio Div., Metuchen, N. J.



## "Midgetape" Recorder

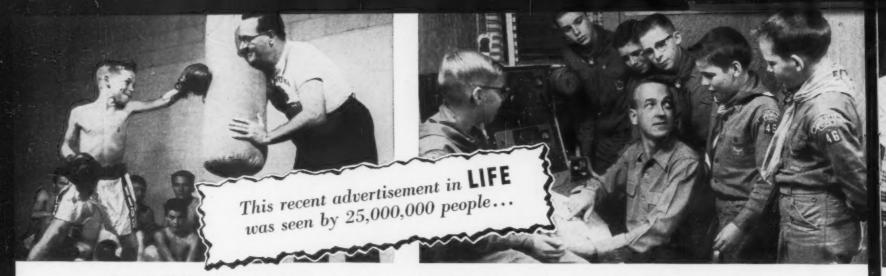
Midgetape, No. 300, transistorized recorder, operated by 4 transistors instead of vacuum tubes, which increases its efficiency and battery life and provides extra space for optional self-contained loudspeaker, and permits high volume playback through microphone.

Visual battery life indicator goes off when battery has 1-hr. life left as warning to change battery; cartridge-loaded tape; instant warm-up; governor-controlled motor insures constant recording speed during decreasing battery life; visual elapsed recording time indicator for time indexing individual recordings.

Accessories: Leather carrying case, fitted briefcase, wristwatch microphone, shoulder holster, 110V power convertor. Price: \$249.50. Mohawk Business Machines Corp., Dept. AR, 944 Halsey St., Brooklyn 33, N. Y.

## Brie

Master Enterprises Inc., Eau Claire, Mich. announces a new Master 110-volt gasoline engine self-starter A C 400; can be mounted on any small aircooled engine up to 3 6/10 hp.; weighs 8 lbs.; complete with 8-ft. cord, pushbutton switch auxiliary rope starter. A 12-volt battery starter, weighing 29 lbs., available with battery and brackets.



GOOD SPORTSMANSHIP is developed by Marcus E. Denham at Whitaker State Orphans' Home, Pryor, Oklahoma, where he assists in recreational activities. He is also prominent in many local community service groups. His work is typical of the many public service contributions of TV technicians everywhere.

BOY SCOUT WORK and assistance to Charlotte, Michigan, youth groups make Bart Rypstra, Jr., another "All-American". He is a member of the Charlotte city council, active in civil defense communications, and belongs to many community service clubs. When time permits, Bart devotes his technical talents to servicing sound equipment, movie projectors and record players at city schools.



JUDGES SELECTED 13 WINNERS to receive this trophy, \$500 for use in community improvement, and luncheon with Under Secretary of Commerce Walter Williams at Washington, D.C.

## "ALL-AMERICAN" TV TECHNICIANS WIN GENERAL ELECTRIC AWARDS FOR PUBLIC SERVICE

AMERICANS everywhere responded to General Electric's invitation to nominate candidates for "All-American" Awards, honoring television technicians who have distinguished themselves in public service.

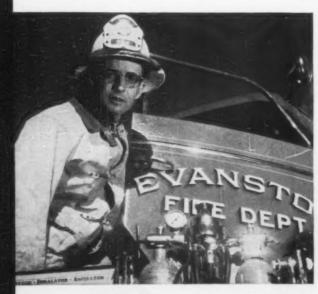
The winners, whose pictures appear on these pages, were selected by a panel of judges composed of *Wendell Barnes*, Administrator, Small Business Administration; *Wendell Ford*, 1956-57 President, United States Junior Chamber of Commerce; *Herman Hickman*, Sports Authority; and *Ed Sullivan*, Columnist and TV Personality.

General Electric has established these awards as another step in its program to recognize the public service contributions made by independent businessmen everywhere.

The accomplishments of these television technicians should serve as an inspiration to all Americans. General Electric Company, Receiving Tube Department, Owensboro, Kentucky.

Progress Is Our Most Important Product

GENERAL ELECTRIC



VOLUNTEER FIREMAN and Instructor John R. O'Brien, Evanston, Wyoming, teaches first aid at neighboring fire companies and schools. He is active in communications during civic emergencies, and lends and installs sound equipment for town functions. Many community service groups benefit from his time and skills.



MANY WERE SAVED by Scott Witcher, Jr., during Lampasas, Texas, disaster. Here he shows height of water in raging flood which swept his area. Scott saved lives and helped restore communications to the community. He is active in the National Guard, in civic and youth organizations.



TV FOR THE SICK is provided by Billy Joe Jenkins of Paducah, Texas. By installing antenna cable and servicing sets without charge, Billy Joe has made it possible for patients in Richards Memorial Hospital to enjoy TV. He helps community improvement drives, teaches electronics to Boy Scouts.



GIRLS' DRILL TEAM at St. Joseph's Parish is supported by Remo De Nicola, Quincy, Mass., as one of his many community services. He also gives free television service to a school for retarded children and is always ready to lend sound equipment for charitable affairs.



CIVIL DEFENSE LEADER Richard G. Wells, Jr., Pikeville, Ky., installed television cables from a community antenna to Pikeville College, high school, fire department, Scout building and Methodist Hospital. He is working to give the high school a closed-circuit TV system.



FIVE PUBLIC SERVICE CITATIONS plus a civilian Navy award were given Frank J. Hatler, Roselle, N. J., for his communications work in community emergencies. As local civil defense head, Frank organized communications networks, helped many to get radio licenses.



BLIND CAN SKATE because Philip G. Rehkopf, Jr., Louisville, Kentucky, installed a record player and placed loud speakers around the walls of the gymnasium at the Kentucky Home for the Blind. He developed an electronic device to give scores to blind basketball fans, and tape records text books for blind students.



WHEEL CHAIR is no handicap for Mortimer Libowitz of Brooklyn, New York. Though disabled all of his life, Morty has devoted his time to helping others in his community. With a crew of student volunteers, he maintains the radio station at Thomas Jefferson High School, Brooklyn. He also services a Red Cross radio station and is active in civil defense communications. Morty has trained many youths in radio, developing some into amateur operators and skilled television technicians.



ELECTRONICS LABORATORY at Long Beach City College, California, was established with help from Harry E. Ward. Harry serves as chairman of the Business and Technology Advisory Committee and for fifteen years has devoted his time to finding work for students, graduates and others.



STUDENT BENEFACTOR Philip T. Di Pace, of Albany, N. Y., contributes used radio and television chassis and parts to Siena College students who are interested in electronics. Phil now heads a project to finance an athletic field and playground for 75 neighborhood children.



BASIC ELECTRONICS is taught to neighborhood boys by John H. Stefanski, Pontiac, Michigan. He has organized a scientific library for the boys and is now planning a new Pontiac Boy's Club. John has served as chairman of the Business Ethics Board of the Pontiac area Chamber of Commerce. Television sets in the Oakland County Sanatorium are serviced without charge through his efforts.

# THE NEW MAYTAG AUTOMATICS

## NEW MAYTAG All-Fabric AUTOMATIC WASHER WITH THE FIRST FILTER-AGITATOR



It's an underwater lint filter! Works underwater where the lint is. Filters during wash and rinse cycle. Never gets in the way!

It's an automatic detergent dispenser! Sprays fully dissolved detergent into wash water. No "globs" of half-dissolved detergent on clothes.

It's a built-in suds pump! Pumps a steady stream of sudsy water up and through clothes. Loosens and lifts out dirt. Gives a new kind of gentle, thorough cleaning.

Plus: New Automatic Rinse Conditioner, New Pushbutton Water Level Control, 2 wash speeds, 2 spin speeds, Delicate Fabric Cycle, 3 water temperatures (including "cold").

## NEW MAYTAG "HALO OF HEAT" DRYER WITH EXCLUSIVE NO HOT SPOT PRINCIPLE

A gentle circle of heat surrounds clothes—fast-dries a load in 26 minutes at little more than body temperature. Clothes are then air-fluffed 3 minutes more so they come out soft and cool.

New! Automatic Air Intake Filter. Takes dust, dirt out of incoming air. Keeps clothes clean!

New! Automatic De-Wrinkling. For "wash and wear" fabrics. Takes out wrinkles to save ironing.

Plus: New Automatic Time Chime, Full Range Temperature Control, Revolving Disc Lint Filter, New Automatic Sprinkler, Air-Cooled Cabinet, Rustproofed Cabinet.





OTHER

NEW MAYTAG DRYER

Too hot in one spot

Gentle, even heat surrounds clothes

THE MAYTAG COMPANY NEWTON, IOWA

YOU GET MORE TO SELL WITH

## MAYTAG

## trade report

HARRY GRAYSON Editor



## THE MARKETS LEFT 'EM HAPPY

January marketgoers find some real new products – both for this year and the future – and a lot more optimism than expected. Results: improved hopes for '58 business

WE CAME to the Markets conservatively pessimistic; we are going away conservatively optimistic."

This was a typical comment from a buyer at the January Markets. It was based on the fact that buying was more brisk than had been expected, that shared business outlook was brighter than many individual pictures, and that the manufacturers came up with some really new products.

Manufacturers went all-out this year. Those attending the Markets got an eyeful of many brand new products as well as some vast improvements on old ones.

Big attention-getter was Motorola's new truly-portable television set. Motorola calls it the Meteor and says that it will be on the market in 1960. It has 31 Motorola-developed transistors, two nickel-cadmium batteries, is a 14-inch vertical chassis model, and weighs 32 pounds.

Norge featured its "Swing 'N' Serve" refrigerator shelves (see ELECTRICAL MERCHANDISING, January issue, page 289) plus an ice cube-making invention that makes, delivers, and stores cubes automatically

Admiral offered a refrigerator that can be placed flush against the wall and can be opened by foot or hand. Admiral also had a new line of high fidelity instruments—the "Italiana"—featuring Italian provincial furniture styling.

Sylvania came up with a convertible

TV, which can be transformed into any one of a number of models at prices ranging from \$230 to \$360.

Hotpoint introduced nine new "Custom trend" appliances in its space. These "dream" units included a cooking center with a double oven (one electronic; the other electric) and a drawer-type surface unit bar—all pushbutton controlled.

Westinghouse offered an electronic surface unit and a remote-control oven. General Electric had a restyled door on its freezer. Ben-Hur had a new line of built-ins plus some squared-up freestanding units.

Kelvinator had a new square-design "Style Mark" line of refrigerators with such features as waist-level crispers, a "Breakfast Bar," a fruit basket, and a portable bottle basket.

Caloric introduced a gas incinerator designed for use indoors or out. Philco had twin-tub wringer washers and seven Citation Custom appliances led by a split-level oven with a drawer. The oven, which will sell for about \$300, will be in production in May, allows both baking and broiling at the same time.

Sun-Ray pointed with pride to a "Touch-of-Tomorrow" pushbutton gas range that can be remote-controlled by a

small radio transmitter. Sun-Ray looked on this as "something for the woman who has everything."

Blackstone pulled buyers to its exhibit with a three-way dryer which will operate on 110, 220, or gas. Production on this unit, which it is said can be converted in a matter of minutes, is planned for early summer.

Gibson joined the Square Look crowd. Its refrigerators contained egg racks that accept eggs small-end down only—the correct way to store them, they say. The company also reported that it was trying out a ten-year warranty.

Roper ranges sported a top-mounted rotisserie unit, which employs Roper-developed special burners that the company believes will remain exclusive and a built-in meat thermometer.

Whirlpool had coilless defrosters allowing for no-frost freezers and refrigerators.

These innovations—and more—impressed buyers at the Markets. Although their mood was cautious and their numbers slightly smaller than last year, there was an air of confidence that new and better products like those pictured on these pages will keep prices firm and volume up in 1958.

To See What Marketgoers Saw ▶

## These Products Are Hot Today



NEW TOP-MOUNTED ROTISSERIE is featured on Roper ranges. Here Roper home economics director Goldie Leavitt gives the unit the white glove test, comes away clean. Built-in meat thermometer is visible at the front of the spit.



CONVERTIBLE TV offered by Sylvania is a portable (at right) that can be incorporated into any one of the pictured standard models. Robert L. Shaw, Sylvania's general sales manager, is selling the idea to Tom Gentry (left) of Polsky's, Akron.



"SWING 'N' SERVE" SHFLVES are the latest thing in Norge refrigerators. J. D. Dougherty, refrigerator production manager for Norge, grins as he demonstrates.

AUTOMATIC GAS DISPOSER that can be used inside or out is by Caloric. LeRoy Klein, vice president for sales, shows R. L. Leusch how a flue looks on the unit.



PICTURE-WINDOW range is an Admiral innovation. Edmond Eger, Admiral vice president, is going over some of its features. Admiral also offered a flush-back refrigerator that can be opened by foot or hand.

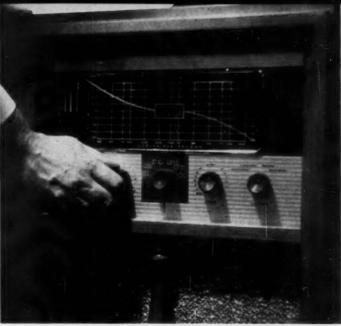


WHIRLPOOL MARK XVII refrigerator is demonstrated by C. F. Worthington, general sales manager for the refrigerator division. Whirlpool coilless defrosters eliminate frosting. Two-door model combines an 11 cu. ft. refrigerator with 6 cu. ft. freezer.





CHOOSY EGG RACKS that accept eggs small-end down only—the proper way, they tell us—are a feature in Gibson's squared-up refrigerators. That's Chuck Seltzer, Chicago representative for Gibson, storing eggs.



"FREQUENCY DISPLAY SCOPE," which provides audiophiles with a visual curve of the response tuned for a particular record (through a mechanical hook-up to tuning knobs) is a Hoffman new feature offered for inspection at the Chicago Markets.



NEW RECORDIO Wilcox-Gay Stereo Playback machine (auxiliary speaker visible top right) is one of four new Grundig-Majestic tape recorders. Sam F. Jenkins, sales coordinator for Majestic International, demonstrates.



"TOUCH-OF-TOMORROW" range, is billed as the world's first pushbutton gas range by Sun-Ray. Assistant sales manager Gordon M. Stewart shows how it can be controlled remotely by a small radio transmitter.

A THREE-WAY DRYER is Blackstone's chief product innovation. Sales manager P. S. Moynihan gives the pitch on the unit that can be converted to operate on 110, 220, or gas in a matter of minutes. The dryer will be in production this summer.



LEADER of Philco's Citation line of built-ins is this split-level oven which will bake and broil at the same time. Philco's E. P. Van Sciver says the unit will be in production in May, should sell at around \$300.



MORE

## This is the Stuff that Dreams Are Made of

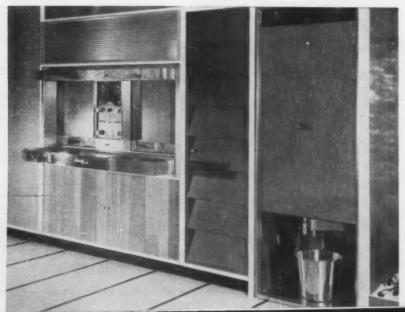


MOTOROLA'S METEOR TV looks like any other portable, but is really a battery-operated, transistorized unit slated for 1960. Model Pat Higgins is Miss Motorola Meteor.

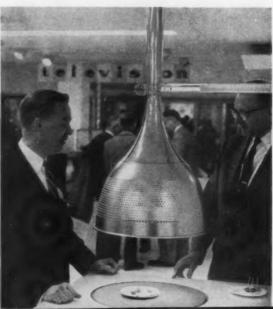
HOTPOINT DREAM UNITS included a counter-top oven and surface section, one of a group of Custom Trends being test-shown for possible future production. The lovely Miss is model Joan Frega, Miss Custom Trends.



OTHERS OF THE NINE Custom trend appliances displayed by Hotpoint are this built-in automatic electric water heater. Two special toggle switches control faucets for plain or detergent water. Bucket can be kept under faucet and hidden by counterbalanced door. At left is double oven (one electronic—one electric).



ELECTRONIC SURFACE UNIT is Westinghouse's "dream" contribution. Here C. J. Witting (left) head of the company's consumer products appliance division, discusses it with John Hodnette, executive vice pesident



MORE

Make sure you have the New

## Slim Trim

ASCO



Here are fans with all the glamour and sparkle of today's square, slim modern look. Smart decorator colors of mocha brown . . . off-white high impact resistant plastic diffuser grille . . . gleaming gold instrument panel make the deluxe fan a sure sales winner. All other models are equally as modern with the slim trim look. Just seven Fasco models are all you need to give a complete selection to your customers. There's a fresh look all about Fasco—new line—new prices—new sales policies. Send in the coupon for beautiful color catalog and complete information.

There's a fresh look at

ASCO

FASCO INDUSTRIES, INC.
North Union and Augusta Streets
Rochester 2, New York

Please send me full information on Fasco Fans with the Slim Trim look

Name

Street\_\_\_\_\_

City\_\_\_\_State\_\_\_

EM-258

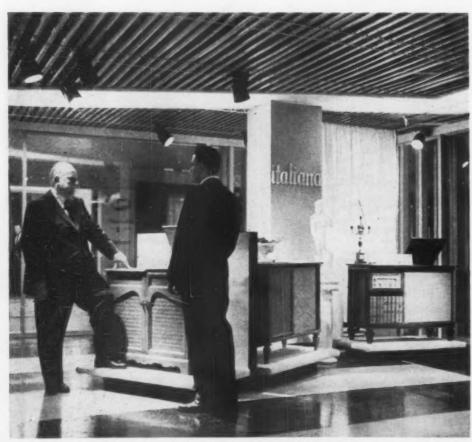
## People Make the Products Go



MERCHANDISING, as always, was a hot topic of conversation. Here Maytag's Claire Ely and Fred Maytag (left and right center) listen to Sherman Tweedt of Carthage, Ill., and fellow dealer Sol Polk of Chicago (right).



PROMOTIONAL emphasis on 1958 plans was typified by Easy's announced Bing Crosby golf tournament television program. At Easy's try-your-luck-and-win-a-golf-ball display national sales manager Jim Koontz holds the flag for Herman Forest of Wieboldt's, Chicago.



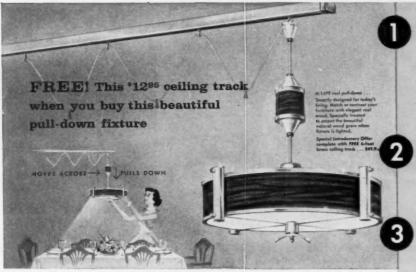
TALKING THINGS OVER at Admiral's handsome "Italiana" hi-fi grouping are W. C. Johnson, Admiral's vice president for sales, and Al Medica (right), the company's hi-fi manager. The units feature Italian provincial styling in wood.

WEBB THELEEN, General Electric's manager of customer relations for the appliance and radio-TV division, talks with dealers Victor Joerndt (center) and Julie Ventura (right) of Kenosha, Wisc., at the G-E booth.



## NOW! NEW! FABULOUS LUXWOOD, FIXTURES

Another Promotional First
that's new and powerful
FREE OFFER! INTRODUCTORY PRICES! FULL PROFITS!



... to introduce stunning new

LUXWOOD.

by MOE Sight.

translucent fixtures of real wood

Here is LUXWOOD—most exciting lighting fixture idea years ... real cabinet grain wood trimmed in gleaming brass . actually translucent when lighted. Five matching fixtures to dramatize every room in your home.

you buy the M-1479 pull-down fixture shown above at the regular price of \$49.95.
With the polished brass ceiling track and LUXWOOD pull-down fixture you can move the light up or down and 6 feet in

in itself.

Matching Luxwood fixtures by Moe Light are perfect for redecorating home, office or store. Get these matching fixtures at
special low introductory prices.

Special low introductory prices.

Special prices and free offer expire April 35, 1958

THOMAS INDUSTRIES INC., Lighting Fixture Division, Dept. BH-4
410 S. Third St., Louisville 2, Ky.
Enclosed 25: in coin. Send 56 page full-color. Moe Light Inspirated
Lighting decorating rules and exhibit.

Name
Address
City Zone State

## REAL WOOD FIXTURES

Here's beautiful "Wood-n-Brass" LUXWOOD—real cabinet wood fixtures dressed in gleaming polished brass... matching any decor by day, translucent by night—a home decorator's dream of beauty come true.

## FREE OFFER

To spearhead your promotion and bring in customers . . . and at NO COST TO YOU!

## SPECIAL INTRODUCTORY PRICES

Reduced 30 day introductory prices to consumers... and you get your FULL PROFIT because you get special prices too!

## POWERFUL

This full page—Full Color ad appears in April Better Homes & Gardens and House & Garden. A powerful push behind an exciting NEW line. Get in on this huge promotion TODAY.

## This is Big! Let's go!

Special Prices and FREE offer expire April 30, 1958. Write, wire, phone your Distributor TODAY or send in coupon below.



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THOMAS INDUSTRIES INC.

LIGHTING FIXTURE DIVISION

Executive Offices: 410 S. Third St., Louisville 2, Ky.
Leaders in Creative Lighting

Thomas Industries Inc., MOE LIGHT Div., Dept. EM-2 410 S. Third St., Louisville 2, Ky.

The MOE LIGHT Promotion looks good to me. Send me details.

Name.....

Store Nam

Address.

City.....

Zone State

My Distributor is:



Frank Russo, Graybar Appliance Sales Manager (center) and Ray Bergholz, Graybar Salesman (right) at Milwaukee talk with Joe Franccki about the impulse purchase value of the Sunbeam island display.



Graybar specialists back up local appliance sales experts to give dealers extra selling help. Here Chuck Thompson, Graybar Chicago District Sales Promotion Manager, presents a specially designed plan to Joe Francki. Frank Russo lends a hand.



A close watch on turnover helps keep profits at a high level. Here Ray Bergholz writes up an order while checking the dealer's warehouse stock with Eugene Keiser, left, and Howard Esser.



During the five years that Joe Franecki has been in the electrical appliance retail business in Milwaukee, his appliance needs have been served by Graybar's Ray Bergholz and Frank Russo. Their constant interest in merchandising and display, teamed up with Joe's own progressive selling, keep his sales moving upward.

## "Graybar guided merchandising helps our business grow..."

SAYS JOE FRANECKI, President Franecki Appliance and Supply, Inc. Milwaukee, Wisconsin

"Our business is based on merchandising," says Mr. Franccki. "Promotions, demonstrations, advertising and display are all vital parts of that merchandising, and they have to be planned for sharp timeliness and complete coordination.

"We know that Graybar people are experts in our field. Obviously, Graybar men are constantly exchanging experiences and ideas with their counterparts in all 48 states. Of course, we deal principally with Graybar right here in Milwaukee. However, we find that we frequently benefit from this Company's countrywide experience in problems of appliance sales and display.

"Our local Graybar warehouse maintains complete stocks of quality products and with Ray Bergholz keeping a sharp eye on my inventory, I don't have to tie up capital and space in surplus stock. This helps me to keep my investment down and my turnover up, and both of those factors help to step up my profit. Best of all, though, I enjoy doing business with these Graybar employee owners."

Your Customers WANT the popular appliances ...

GRAYBAR ELECTRIC CO., INC.

Executive Offices: Graybar Building, 420 Lexington, Ave., New York 17, N. Y. recommended by

GraybaR

IN OVER 130

## Portables and Heat Pumps

Air conditioner manufacturers stress these features in the 1958 campaign to sell the public on room cooling; promotion is geared to local markets

The public is going to hear a lot about air conditioners in 1958. A round-up of some of the major manufacturers of room units reveals that some ambitious plans are in the air. Many of these plans are built around portable units and heat pumps. Others will emphasize special features such as Coolerator's Lectrofilter and Philco's Ionitron.

Elsewhere in this issue of ELECTRICAL MERCHANDISING, you will find an article on merchandising plans for air conditioners (page 56A). On this page, we are concerned with basic promotional plans.

Airtemp division of Chrysler Corp. will tailor its promotion to specific markets. The company plans to sponsor national advertising, but local promotion will be especially emphasized. The company points out that this is in keeping with its Dealer-Development Program, the purpose of which is "to develop financially-sound, growthminded dealerships and, by so doing, to expand progressively retail channels to accommodate an increased volume of business."

Dealers, therefore, will be extended the "localized" promotional assistance they need to obtain maximum market coverage. Sales aids for dealers include: a new 1958 sales manual, a series of four-color merchandisers, which contains a new room air conditioner selector guide, direct mail cards, radio spot announcement scripts, acetate window streamers, two-unit display stands, and unit specification sheets. Promotional theme will be "The traditional Chrysler quality inherent in Airtemp room air conditioners."

Carrier Corp. says that its 1958 national advertising program will be spearheaded by a Sunday supplement campaign in 28 carefully-selected markets. The new 60-pound portable air conditioner, which also serves as a heat pump and dehumidifier, will be the highlight of Carrier advertising covering the company's complete line of air conditioners. The company expects that it will be the first

nationally-advertised air conditioner to be priced under \$150.

Cooperative advertising funds will be available to dealers for tie-ins with the supplement series, plus hot weather promotions and material for special newspaper sections, radio and television.

Fedders-Quigan Corp. isn't waiting until spring to begin its ambitious program. The initial effort began November 26, dubbed HP (heat pump) Day, when the firm's double-page spread in the December Readers Digest hit the stands. To tie-in, dealers are offered reprints of the ad, as well as appropriate multi-colored window streamers. A local newspaper ad program is part of the winter campaign. Ads must be placed by February 28, if cooperative allowances are to be made.

Fedders is offering a floor display featuring heat pump models. A concealed flashing light changes a warm summery scene to a snowy winter scene, thus showing the heat pump air conditioner's all-season utility. A new series of outdoor and indoor banners is available. In the spring there will be full-page color insertions in six alternate issues of Life and the Saturday Evening Post. Other consumer advertising is planned in Parade, This Week, and the magazine sections of leading newspapers.

Gibson Refrigerator Co. reports that it plans an aggressive merchandising program for air conditioners in 1958. They have just added a national sales manager for air conditioners who will travel about the country to assist in merchandising products. The company has special dealer display stands, literature, and displays.

Gibson also has a program by which dealer purchases can qualify dealers for free trips to the capital city of Havana, Cuba.

Lonergan Coolerator division of McGraw-Edison Co. has a dealer package that is being made available to those who order ten or more air conditioners. The package includes a metal stand for two units; a header arrangement with a lighted shadow box entitled "You Live and Breathe Cool, Clean Air With Lectrofilter"; specification sheets; line folders; a product feature booklet; a plastic tube to demonstrate smoke removal; an ad mat book; and a quantity of stuffers plus other dealer aids.

Mitchell Manufacturing Co. has introduced an all-new selling plan entitled "Power Selling." In support of this program, Mitchell distributors will be offering their dealers the biggest and most comprehensive promotional package ever prepared by Mitchell. Besides specification sheets, line folders, bill stuffers, newspaper ad mats, and direct mail broadsides, the package includes a new portable room air conditioner display that uses the carton the unit comes in and features its carry-about advantage. Also included is a complete sales center that holds three Mitchell units and sets up in only four minutes.

In addition, Mitchell is supporting a cooperative ad campaign throughout the selling season.

Philco Corp. will put great stress on its Ionitron negative ionization, first introduced in 1957 models. The new Bantam air conditioner line Ionitron pack is easily installed by the user.

Philco will also stress low noise level. Trade advertising will underline extreme simplicity of servicing with file-drawer construction. Special display pieces and point-of-sale aids will play an important role in 1958.

RCA Whirlpool 1958 air conditioning will follow the theme "First in Fashion—First in Cooling." Window and floor displays will follow this theme. RCA Whirlpool will also use a national TV program and one or more magazines to promote its

line. There will be dealer trips to Las Vegas based on room and central unit purchases.

Welbilt Corp. plans "to emphasize the many new ideas in air conditioning that will be available" in 1958. Promotion activity will consist primarily of local newspaper and radio material. The company says that, "in view of the heavy 1957 carry-over, we want to be sure that the new things in air conditioning will be emphasized, such as smaller sizes, more capacity on lower amperage, new thin 2 h.p. units, and portables."

Welbilt says that it is stressing the new items so that "dealers may enjoy the better markups possible in selling 1958 models with highly-desirable new features rather than 1957 models that will be footballed from coast-to-coast."

Westinghouse Corp.'s room air conditioner department will release the largest advertising schedules in its history for the 1958 season. The campaign is timed to start earlier in the spring than ever before, in an effort to create consumer interest in the exclusive features of the 1958 line before hot weather causes traditional sales traffic.

The pre-tested selling theme of "Wall-to-Wall Cooling . . . with Westinghouse" will be released in a *Life* and *Saturday Evening Post* schedule of full-color pages; on Westinghouse "Studio One" from Hollywood; and in newspaper ads and spot radio schedules in major markets.

Dealers will tie-in to the national campaign by using factory-supplied mats, window materials, and animated store displays all featuring the Westinghouse Wall-to-Wall Cooling theme.

York Corp., in 1958, will activate a stronger consumer and trade magazine advertising program supported by localized factory-controlled campaigns.

The over-all program will include sales promotional activities, contests involving vacation trips for salesmen, trade shows, accomplished results, publicity stories, and other salesmen's activities.

Strong emphasis will be placed on the new "Mighty Mite" room air conditioner, pointing up its powerful capacity and unusual small size. Stress will be placed upon the profit-building possibilities inherent in the promotion and selling of the "Mighty Mite" and other new York models.

## **Multi-Million Dollar Competitor**

McGraw-Hill World News reports that, according to preliminary statistics, West German electrical exports in 1957 amounted to \$762 million. This would be a 24 percent increase over \$619 million in 1956. About 65 percent of West German electrical exports went to European countries. Now...you can offer your customers an

\$80 SAVING

and terrific trades on WRAP-AROUND SOUND Consoles!

## PHILCO TV FEBRUARY TRADE-IN FAIR!

National magazines...big newspaper campaigns launch this selling event for you!

LIFE, POST and local newspapers will whip up excitement about your Philo February Trade-in Fair!

Big sock-o ads announcing a brand-new Philco 3-speaker Wrap-Around Sound console at a saving of *eighty* dollars! *Plus* news of the greatest trade event you've ever been able

to offer. That's right, with Philco you can make the hottest deals in town!

Make this February your best ever. Call your Philco distributor right away and get the details on your Philco February Trade-in Fair!



Wrap-Around Sound really wraps up sales! So easy to demonstrate . . . practically sells itself. Handsome all-wood cabinet. 21-inch overall diagonal picture and a host of other Philco features. Get the hot February deal!





Plenty of profit for you here! This beautiful "Miss America" model has a 21-inch overall diagonal picture tube. Famous 3-speaker Wrap-Around Sound. Top Front Tuning. Built-in Phono-Jack. Priced right for you and your customers!

, IT SWIVELS!





This February—and every month of the year

"IF YOU'RE NOT SELLING

PHILCO.

YOU'RE WORKING TOO HARD!"



#### A Broader Mortgage

New FHA rules encourage more and better equipment in the basic mortgage loan; agency believes homes without air conditioning will be obsolete

New FHA rules for evaluating mortgage insurance applications encourage inclusion of more and better equipment in the basic mortgage loan. The agency's 75 field offices have been instructed to adopt the more liberal standards for judging mortgage credit risks.

Specifically, the new rules direct the field offices to look with favor on completely-equipped kitchens, adequate wiring and long-warranty electrical equipment in houses costing more than \$12,000. Similarly, built-in air conditioning is to be accepted as desirable for houses above \$15,000.

In a letter to its field directors, FHA pointed out that putting all the kitchen equipment into the basic mortgage is likely to improve the credit risk. If range, refrigerator, dishwasher, garbage disposal unit, and similar items are not included, the home buyer will probably purchase them on a short-term payment plan that is more damaging to his credit position.

Likewise, the added cost of quality equipment is regarded as desirable because this investment will lower the homeowners expenses for maintenance and operation of the house.

Air Conditioning. In the same way, FHA says that savings resulting from air conditioning can be expected to more than offset the added cost of operating a compressor during the cooling season. And, the letter noted, any house that is not air conditioned will probably be obsolescent within a few years, so FHA should start encouraging inclusion of air conditioning.

Commissioner Norman Mason has been preaching these more liberal credit rules for a year. The FHA letter aims to bring all field offices up to the same level in judging credit risks on new mortgage applications. Offices that had not already adopted the new standards are now revising their local rules.

Overall, the purpose of the liberalized credit policy is to encourage a higher standard of housing and the investment of a reasonable proportion of family income in a home, particu-

larly as income increases. As a suggestion, FHA believes more families can afford payments for housing expense up to one-third of the first \$3000 of after-tax family income, plus one-fifth of such income above this figure. On this basis, an after-tax income of \$5300 could generally support a mortgage of \$12,000, the agency says.

#### **Financial Briefs**

- The Emerson Electric Mfg. Co. reports consolidated net earnings of \$2,369,716, after all charges, for the fiscal year ended September 30, 1957. Net earnings, exclusive of a tax refund, are the second-highest in the history of the company.
- Packard-Bell Electronics Corp. achieved record high sales of \$32,262,787 for the fiscal year ended September 30, 1957, representing an increase of 13.5 percent over sales for the previous year. Net income, however, dropped to \$704,447 from \$862,356.

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• Tung-Sol Electric Inc. reports consolidated net sales of \$46,-512,610 for the 39 weeks ended September 28, 1957, an increase of 19 percent over the comparable 1956 period.

#### **Ad Award**



THIRD PLACE was the high-spot attained by this In-Sink-Erator ad in a competition sponsored by the Art Directors Club of Chicago Silver Anniversary Exhibition to find the outstanding magazine ad of 1957.



#### ANY WAY YOU LOOK AT IT...

WASTE KING is making appliance sales history with its complete line of 10 undercounter and free standing Super Dishwasher-Dryer models in two price ranges.

Designed and built by the same WASTE KING people who have equipped over 1,000,000 American homes with "The World's Finest Garbage Disposer"...the all new WASTE KING Super Dishwasher-Dryer is now available with these seven outstanding selling advantages:

- 1. Automatic pre-rinsing
- 2. Better washing-even pots and pans
- 3. Spotless drying
- 4. Humidity-free drying for cool kitchens
- 5. Largest capacity-easiest loading
- 6. Super-Hush quiet operation
- 7. Interchangeable front panels-wood, metal or paint finish

#### PLUS THESE IMPORTANT FEATURES:

Suds Flush-Out... Built-In Pump Drain... Full-Width Door Pull... Multiple Light Cycle Indicator...Automatic Detergent Dispenser...Plate Warmer...Rinse-Dry Injector... Heat Booster Final Rinse... Versatile-Contour Racks...Waist-High Cycle Control Knob.



#### WASTE KING UPPL DISHWASHER-DRYER

The best way for you to look at it (and get it) 1. Go to your local appliance distributor or plumbing jobber. Call him...right now! or if you don't know his name 2. Write us, right now!











WASTE KING CORPORATION

3300 E. 50th Street Los Angeles 58, California

Rush complete facts about the WASTE KING AUTOMATIC DISH-WASHER and the name of my local distributor to:

STORE NAME



MR. BROWN SELLS THE FULL '58 KELVINATOR LINE with only three display models . . . uses thorough demonstration to support his sales story with each customer. He finds that Kelvinator's new "Style Mark" beauty is the first thing to impress most customers. "We try to get as high a percentage

as possible of top-end sales," Mr. Brown states. "And, at the top of the Kelvinator line we get real features—features that demonstrate, features that sell. When we get to the price we're okay, too, because the new Kelvinators are really priced to help me sell."

YOU KNO Quality

#### Ask Walter Brown, he'll tell you:



Mr. Walter Brown, Owner of Brown's Furniture Co., Greenville, Tennessee. Population 8,721.

### "The '58 Kelvinator range line was certainly designed with the dealer in mind!"

"In my small market, I sold 174 Kelvinator electric ranges in 1957 and with the hot new 1958 line I'll do even better. What's more I can sell the entire line with only 3 display models on the floor."



PUSH-BUTTON COOKING BIG SALES POINT. "Women need no urging to try out these new push-button controls," Billy Brumley, Sales Manager, claims. "And when they do, I'm that much closer to a sale!" Every new Kelvinator model has "Finger-Wide" Push-Button Controls that are easy-to-use, easy-to-see, easy-to-seel!



DELUXE 30-INCH MODELS—"With the trend to smaller kitchens we have a real need for space-saver models," says Mr. Brown. "Kelvinator gives us a 30-inch model for every pocketbook. Every model has top-of-the-line styling—extra capacity oven—the new kind of top bake heat. No matter what the price bracket, we've got a deluxe feature story all the way."



QUALITY

"FLASH — CLASS — STYLE
—whatever you want to
call it—brilliant high style is
of prime importance on the
sales floor," Mr. Brown
claims. "The Kelvinator
line is a standout with high,
wide and handsome illuminated backguards in high
polished chrome. When color
is desired we can offer
Bermuda Pink, Buttercup
Yellow, Surf Turquoise,
Spring Green, and White."



EASY CLEANING SELLS RANGES. "We demonstrate to sell," emphasized Mr. Brown. "Kelvinator drip pans and chrome rings are ideal selling features—things that are easy to demonstrate to the customer." All 1958 Kelvinator ranges have porcelain drip pans and chrome rings that lift out and can be washed like a dish at the sink.

ONLY WHAT'S BEST FOR OUR DEALERS
IS GOOD FOR

Kelvinator

livision of American Motors Corporation, Detroit 32, Mich









#### TOASTMASTER

Quick Hoat Automatic Electric Water Heaters

#### Gibson Tests 10-Year Warranty

Gibson Refrigerator Co. is trying out a ten-year warranty on refrigerators in the New York metropolitan area through Gibson's New York distributor, Speed Queen Atlantic Co., Inc. Gibson says that the action marks the first time a ten-year warranty has been applied to refrigerators.

The warranty program will be available for all franchised Gibson dealers in New York City, Long Island, Westchester, and northern New Jersey.

The program is being tried in the toughest appliance market in the United States to test its value in selling Gibson products," according to W. C. Conley, vice president in charge of Gibson sales. "Gibson-made Scotch Yoke compressors are used in our refrigerators, and their service frequency rate is one of the lowest in the industry. Our world-wide performance experience on compressors for the sixth through the tenth year, and even beyond, prove this warranty realistic."

Gibson will study the program's New York results before extending the plan throughout the country.

#### Bell Reports Sales Better and Better

New product acceptance, the new stereo market and original equipment manufacturing are pointed to as the major factors in a substantial increase in sales for Bell Sound Systems. The company reports the month of November, for instance, 85 percent ahead of the like period for 1956.

The company reports that Bell's new hi-fi amplifiers and its FM-AM tuner line introduced a "new look" in styling and operating features that appealed directly to women. Stereo was credited with giving "much impetus to our (Bell's) market."

During 1957, Bell entered into original equipment manufacturing and is currently producing amplifiers, tape transports, tape recorders and intercommunication systems for several consumer lines.

Bell is a subsidiary of Thompson Products, Inc., Cleveland, Ohio, and manufactures a complete line of hi-fi amplifiers, FM-AM tuners, stereo systems, tape recorders, and public address systems.

#### **Scheduled Meetings**

#### WESTERN WINTER RADIO-TV APPLIANCE MARKET

Western Merchandising Mart San Francisco, Calif. February 3-7

#### NATIONAL ELECTRICAL WEEK

February 9-15

NEW ENGLAND HOME SHOW Mechanics Building, Boston February 13-19

#### 14th ANNUAL NATIONAL WIRING PROMOTION CONFERENCE

Statler Hotel Detroit, Mich. February 20-21

#### CHICAGO ELECTRICAL INDUSTRY SHOW

Hotel Sherman Chicago, Ill. March 30-April 1

#### GAS APPLIANCE MFRS. ASSN.

Annual Meeting The Greenbrier White Sulphur Springs, W. Va. April 1-3

#### SECOND INTERNATIONAL GADGET SHOW

New York Trade Show Building New York, N. Y. April 17-20

#### ELECTRONIC PARTS DISTRIBUTORS SHOW

Conrad Hilton Hotel Chicago, Ill. May 19-21

#### AMERICAN HOME LAUNDRY MFRS. ASSN.

42nd Annual Meeting Boca Raton Hotel & Club Boca Raton, Fla. April 20-22

#### 1958 U. S. WORLD TRADE FAIR

New York Coliseum New York City May 7-17

#### EDISON ELECTRIC INSTITUTE

Annual Convention Boston, Mass. June 9-12

SUMMER MARKETS Merchandise & Furniture Marts Chicago, Ill. June 16-27

#### NEW...NEW...NEW FROM DU MONT!

LOWEST PRICE (wait 'til you hear it!)

EVER PLACED UPON A DU MONT ALL-WOOD CONSOLE ...

YET HAS HAND-MADE CIRCUITS ...

ADVANCED ELECTRONIC FINE TUNING ...

TONE CONTROL...POWER TRANSFORMER

CHASSIS WITH FULL 30-TUBE FUNCTIONS.

IN FACT, VERY SAME TV CHASSIS FOUND

IN DU MONT \$1200 COMBINATION...

VERY SAME GENUINE WOOD ...

SAME AUTHENTIC STYLING. ALSO HAS GREAT PROFIT ANGLE.

NAME IS DU MONT PUTNAM... SEE IT!

WANT MORE? HERE'S NEW LOWBOY WITH

ALL-NEW DU MONT FOUR-SPEAKER

'WALL-TO-WALL' SOUND . . . A SOUND YOU CAN 'SEE'

BECAUSE FOUR-SIDED GRILL CLOTHS LET

CUSTOMERS KNOW IT HAS FOUR SPEAKERS...

GIVING YOU ( believe-it-or-not) A SET

WHOSE SOUND SELLS ON SIGHT!

NAME IS DU MONT CANTERBURY...WITH

'WALL-TO-WALL' SOUND. A PROFIT-PULLER!



New addition to Collector Series, includes all quality features plus front projected sound with speaker and baffle tilted upward for finest ear-level listening. Contemporary styling in genuine walnut, mahogany and limed oak.



Another new model in Collector Series, featuring new 4-speaker "Wall-to-Wall" sound. Contemporary lowboy styling in real walnut, mahogany and limed oak.

\*over-all diagonal measurement

YES! ALL-WOOD, ALL-WONDERFUL DU MONT

NOW ALL-THE-MORE PROFITABLE WITH THESE ALL-NEW MODELS

You'll do BETTER
when you do BUSINESS

with

### DUMONT

... the line you can live with.



First with the Finest in Television and High Fidelity

ALLEN B. DU MONT LABORATORIES, INC., EAST PATERSON, N. J.



#### JOIN THE BIGGEST, MOST IN THE HISTORY OF THE

Here's what's being

#### LIVE BETTER ELECTRICALLY SPEARHEADS BIG SPRING PUSH.

Full-color national advertisements and exciting network TV commercials – selling appliance benefits to your prospects—will help you cash in on the seasonal upswing in consumer buying.

180 MANUFACTURERS PLEDGE SUPPORT. Manufacturers whose products you sell – including Frigidaire, General Electric, Hotpoint, Kelvinator, Philco, Westinghouse and RCA-Whirlpool – will push Live Better Electrically in their own promotions. Work with their distributors in tie-in activities.

#### TIME YOUR PROMOTIONS WITH THIS

	TIME TOOK PRO	MIGHTONS MILL IMIS
ELECTRICAL APPLIANCES	SPRING CAMPAIGN PERIODS	LIVE BETTER ELECTRICALLY ADVERTISING
Electric Laundry	Jan., Feb., March	CBS-TV Commercial — Jan. 12 The Saturday Evening Post — March 1 Better Homes and Gardens — March
National Electrical Week	Feb. 9-15	CBS-TV Commercial – Feb. 9 The Saturday Evening Post – Feb. 8
Electric Ranges	March, April, May	CBS-TV Commercial — March 9 The American Home — March McCall's — March The Saturday Evening Post — May 10

SPECIAL SPRING PUSH EXTRA: \$1.50 BRINGS YOU NEW

Order from Dick Harmel, Look Magazine,



### POWERFUL SELLING TEAM ELECTRICAL INDUSTRY

done to help you sell:

**300 UTILITIES CARRY PROGRAM TO LOCAL LEVEL.** More than 70 million dollars will be spent in 1958 to promote electrical living in utility territories — *your* territories! Build sales by working with them in special Live Better Electrically promotions,

**TIE IN — CASH IN.** This multimillion-dollar industry-wide promotion will help *you* increase your sales of the brands you carry. The time is ripe — so take profitable advantage of the "Big Spring Push." Ask your local electric utility and distributor to help you plan your Live Better Electrically promotion now!

#### LIVE BETTER ELECTRICALLY CALENDAR

Water Heaters March, April, May	The Saturday Evening Post — March 1 Better Homes and Gardens — March
Electric Dishwashers April, May	The American Home — March McCall's — March The Saturday Evening Post — May 10 Better Homes and Gardens — May
Food Freezers Refrigerator-Freezers	The Saturday Evening Post — May 10 Better Homes and Gardens — May
Air Conditioners May, June	CBS-TV Commercial - June 1
Electric HousewaresMay, June	CBS-TV Commercial - May 4



"GIVE BETTER ELECTRICALLY" MAY-JUNE SELLING KIT

488 Madison Ave., New York 22, N. Y.

#### **The Passing Picture**



ZENITH projects itself right out onto New York's Fifth Avenue with a glass-enclosed showcase featuring a remote-control TV tuner that can be operated by passers-by from the sidewalk. A TV set in front of the display is slaved to the unit. The display is purely informational, features a complete line of Zenith products.

#### A Gas Kitchen

Whirlpool Corp. expands its line of gas appliances by buying Servel's refrigerator; Gray tells stockholders company will offer a full line

Whirlpool Corp. purchased the orphaned Servel gas refrigerator and its ice maker early last month. In December, a Whirlpool spokesman had denied that the company was actively considering such a purchase—a couple of weeks later, the company had plunked down \$6.5 million for all facilities, including patents, property, and equipment, relating to the refrigerator.

The purchase means that Whirpool is rounding out its line of gas appliances. It had combination washer-dryers, dryers, and ranges. It now has a refrigerator. It is engineering a gas water heater and a gas incinerator.

Whirlpool reported to stock-holders that "utility companies representing the greater part of all the household gas meters in the United States have individually expressed their intention to promote and sell a quantity of RCA Whirlpool gas refrigerators sufficient, in the aggregate, to warrant production by us and also to offer and display the full line of RCA Whirlpool gas appliances."

The \$6.5-million purchase

price includes a manufacturing building of about 750,000 square feet located on about 20 acres of land in Evansville, Indiana, an adjoining four-acre parking lot, and specialized machinery, equipment, fixtures, tools, dies, jigs, and inventory.

Servel paid Whirlpool \$1.6 million to assume its contractual obligations to fulfill unexpired warranties.

Elisha Gray II, Whirlpool president, characterized the transaction as "one of the most important and effective merchandising undertakings in the history of Whirlpool Corp."

#### Westinghouse: Records Despite "Breather"

Westinghouse Electric Corp., which achieved record sales of approximately \$2 billion in 1957, expects things to be even better in 1958. The increased billings this year, the company believes, will result from the over-all steady growth of the electrical industry, from an expected modest increase in sales of consumer products and from the increasing emphasis on electrical and electronic components in defense

equipment, particularly missiles.

According to Gwilym A. Price, the company's chairman and president, it appears that total output of goods and services in 1958 will show a slight increase over 1957. This will be the case despite the fact that most economists have predicted a slight decline in industrial production, particularly during the first half of the year.

Price points out that there are two factors which are expected to be largely responsible for this breathing spell: the anticipated decrease in industrial production in the first half, with only a moderate recovery later in the year, and a continuing decline in capital expenditures for expansion by industry.

Price based his optimism for the electrical industry in 1958 on an expected increase in total kilowatt-hour sales to more than 600 billion, an increase of almost 8 percent above a record 1957.

#### A. O. Smith Names 11 New Vice Presidents

A. O. Smith Corp.'s board of directors recently re-elected all of the company's present officers. In addition, they also named 11 of the company's executives as new vice presidents.

Explaining this action, president L. B. Smith said: "The progress of our company has been steady since the end of World War II. It has involved the development of new products, the addition of plants throughout the country, and the creation of several subsidiaries, both domestic and foreign. This has required a management group in the staff and operating areas, and in the commercial field, capable of administering a growingly complex operation."

Each of the new vice presidents has been with the company for at least several years and most will continue to head activities for which they have been responsible.

#### Vornado Presents Weather-Proof Plan

A plan designed to guarantee "weather-proof" profits for Vornado dealers is now being circulated. According to Fred Kaths, sales manager of O. A. Sutton Corp.'s consumer products division, "This new weather-proof plan is based on the fact that dealers make money

only on what they sell, not what they take into stock."

Kaths stated that the plan permits participating dealers to go through the season regardless of conditions knowing they are making and keeping a profit on every unit sold. He said the program requires Vornado and its distributors to furnish participating dealers with adequate stocks all season, plus continuous merchandising assistance and competitive pricing.

#### Fedders Asks Utility Heat Pump Promotion

Fedders-Quigan Corp. is seeking utility cooperation in the promotion of heat pumps. Fedders is basing its appeal to utilities on the potentiality of heat pumps in building all-year electric loads.

Key feature in the Fedders appeal is a four-color stuffer plugging heat pumps. Fedders is offering this to the utilities for their mailings. The stuffer does not mention Fedders; it simply extols heat pumps.

Within a week of the mailing of the Fedders promotional packet to the utilities announcing the campaign, 106 utilities reportedly requested the bill stuffers. Fedders had sent out 3600 of its portfolios to utility executives throughout the country.

Fedders says that utilities have not pushed heat pumps to date, but that they would like to see such a campaign started. The company feels that any interest generated in heat pumps will benefit Fedders; hence the anonymous stuffers.

To make sure that the utilities know about Fedders, however, the company has also prepared special engineering specifications plus other heat pump material, which it has furnished the power companies.

#### Baltimore Utility Heads Dishwasher List

The National Electrical Mfrs. Assn.'s dishwasher campaign, sponsored by its household sink units section, is already picking up 1958 steam. Baltimore Gas & Electric Co. was the first utility to order a free supply of 1958 dishwasher promotion material. The electric light and power company did this immediately on the heels of its 1957 dishwasher campaign, which has been termed "a resounding suc-

Tiny 1 HP Unit
Filters And
Dehumidifies As It
COOLS SPACE
1,428
TIMES ITS
OWN SIZE!

## YORK Power Mite ROOM CONDITIONER

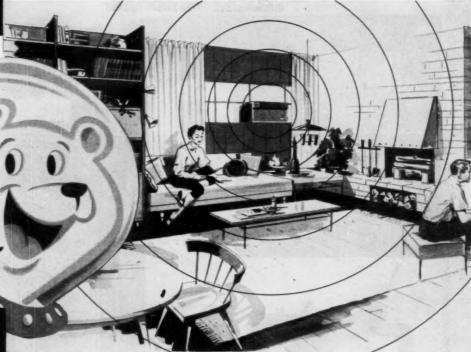
Multiplies Pick-up Sales and Profits... Reduces Storage and Display Space... Slashes Delivery Expense and Bother!



Another Money-Maker From YORK OPERATION SPACE COMMAND!

YES! You Sell Small Size, High Power Plus All These Extras:

- York Draft-Free Multi-Directional Cooling
- York Automatic Temperature Control and Two Cooling Speeds
- Choice of models operating on 115 Volt — 12 or 7½ amp.—and 230 Volt Current
- Five-Year Protection Plan on Cooling Circuit



At last! A full power—8,000 B.T.U.—room air conditioner with all the sales advantages of small size! Every good prospect in town will want one just as soon as the hot weather strikes! For the Power Mite is nationally advertised, nationally promoted. And customers can actually pick it up... carry it home...install it themselves in minutes without the use of a single tool! Call your York Distributor today and be sure of a quick pick up for sales and profits this summer!

Your FUTURE and FORTUNE Now Lies With YORK

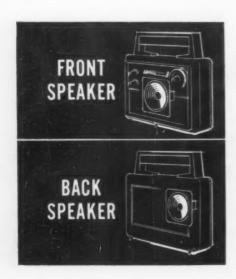
YORK



York Corporation, York, Pa. Subsidiary of Borg-Warner

# WORLD'S FIRST WITH SPEAKERS

Gives Sound All-Around...





6 transistor portable. 2 speakers for sound all-around. Rotoscope antenna. Up to 1200 hours battery life. Unbreakable steel case.



ANOTHER FIRST FROM ADMIRAL

8 transistor portable. Greatest demonstration portable ever conceived. 2 speakers for sound all-around. Show your customer either side is a speaker side. Let him select the exact tone he likes best with Admiral's exclusive variable tone control. No other manufacturer has these features.

# PORTABLE RADIO FRONT AND BACK!

First With Variable Tone Control, Too!



SPECIAL "FACTORY-TO-YOU" DEAL!



LIMITED! ONE TO A STORE!

#### FREE BATTERIES WITH SENSATIONAL 12 PORTABLE MIX!

Carton contains:

- 12 new portables
- Free batteries for all sets
- Spec sheets and line folders
- Window streamers
- Point-of-sale display
- Co-op radio spots
- Ad mats and reprints

Everything you need to sell the new 1958 Portable Radios in one package! No multiple orders. Reduces your paper work, ordering time, and freight costs. Saves money! Be first to cash in on this new portable mix. A call to your Admiral distributor today starts radio profits your way.





#### INTERCHANGEABLE FRONT PANELS-WOOD, METAL OR PAINT FINISH

Is one of seven outstanding sales advantages that make the complete WASTE KING line of free standing and undercounter Super Dishwasher-Dryers America's fastest growing dishwasher line. See your local appliance distributor or plumbing jobber for details TODAY!

PAGE 148



WASTE KING CORPORATION 3300 East 50th Street Los Angeles 58, California

(SEE PAGE 137)



WITH ADS LIKE THIS the National Electrical Manufacturers Association pushes its 1958 dishwasher campaign.

cess" by the participants. Initially, Baltimore Gas & Electric received a free kit of ten 18 x 24-inch two-color streamers, ten dealer flipovers and 100 consumer brochures, and five copies of the dishwasher newspaper supplement. This material is to be used in planning and training the utility's staff

as well as with local distributors and dealers.

NEMA expects more light and power companies than ever before to participate in its 1958 program. In 1957, more than 50 utilities and over 100 newspapers actively participated for a substantial increase over 1956 which in turn exceed 1955.

#### **EIA Letter Defends** Serviceman Ethics

The Electronic Industries Assn., formerly RETMA, has spoken out in defense of the nation's radio and television servicemen. Replying to charges of unethical practices in recent articles appearing in The Reader's Digest and Time magazines, EIA said that the "vast majority of these people are sound, ethical businessmen and are technically competent."

EIA deplored the type of publicity which places emphasis on "comparatively rare but the more sensational examples of unethical practice."

EIA complained that the articles in question failed to make reference to the "work which service associations and industry have done and are doing to help improve the competency, ethics and business practices of servicemen.'

The association prepared a lengthy letter to this effect addressed to the two magazines.

#### **Heating Operation Becomes Division**

The Siegler Corp., Anaheim, Calif., has established a separate division for its space heating operation in Centralia, Ill. The latter will be called The Siegler Heating Co.

Walter G. Ullman has been appointed president and Norman E. Grandt will be first vice president. Both are vice presidents of The Siegler Corp. Ben F. Ostergren has been named

vice president in charge of sales of the new division. Headquarters will be in Centralia.

#### **Movie Features** "Dream Kitchen"

U. S. Steel has buttressed its "Kitchen Planning Book" with "Practical Dreamer," a 131/2minute sound and color film. This second-step in U.S. Steel's campaign to interest the American housewife in doing something about her kitchen was released on January 7. It is being distributed to TV stations by Associated Films, Inc., New York.

After April 1, the film will also be available to women's clubs, home economics groups, high school and college students, public utilities, banks, kitchen distributors, and manufacturers. This non-theatrical use of the film will be promoted by U. S. Steel. Prints of "Practical Dreamer" may then be borrowed by contacting the U.S. Steel Distribution Center, 525 William Penn Place, Pittsburgh 30, Pa.

The film itself is concerned with the dream of a typical young housewife. In the dream, her old kitchen disappears and a mysterious voice tells her that she can have a "dream" kitchen. Then the voice leads her through each step in planning that kitch-

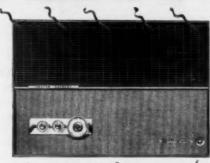
All the ideas and suggestions incorporated in the film can be found in U.S. Steel's "Kitchen Planning Book."

# NOW! WESTINGHOUSE ENDS "FOT SPOTS" WITH WALL-TO-WALL COLLING

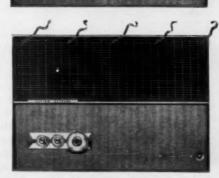
NEW WESTINGHOUSE CUSTOM SUPREME AIR CONDITIONER WITH POWER SWEEP. OSCILLATING LOUVERS SPREAD COOL AIR EVENLY WALL-TO-WALL 12 TIMES EVERY MINUTE!

Here without any doubt is the most convincing sales feature you've ever had to move air conditioners! Simply attach ribbons to Westinghouse oscillating louvers (as shown) and watch them sell like no feature has ever sold for you before. Your customers can actually "see" and "feel" these louvers oscillating side-to-side automatically . . . circulating cool draft-free air evenly wall-to-wall every 5 seconds . . . ending "hot spots". . . cooling where other air conditioners can't! And, that's just one of many powerful new sales ideas from Westinghouse for '58 . . .

- EXCLUSIVE VARIABLE FAN CONTROL—set any speed you wish on any comfort setting of the single dial control.
- EASY TO OPERATE SINGLE DIAL CONTROL for cooling, fresh air, exhaust, circulate.
- HEATS AS WELL AS COOLS! Heat pump models available which automatically cool or heat as temperature requires!
- 1 HP 115-VOLT 7½ AMPS. MODELS that need no special wiring! 1, 1½ and 2 HP 230V models also available.
- WESTINGHOUSE ENGINEERED for greater capacity—gives maximum cooling even on hottest days.



### SWEEP 2½ seconds later, louvers



#### SWEEP!

direct cool air throughout

middle of room.

5 seconds later, louvers have swept entire room with cool air.

spread cool air to left

side of room.

YOU CAN BE SURE...IF IT'S Westinghouse
Westinghouse Electric Corporation, Room Air Conditioner Dept., Springfield 2, Mass.

THE SHAPE OF TOMORROW



#### Speeding Communication

That's what G-E says it had on its mind when it decided to establish its new sales and distribution department under the leadership of GEA's P. A. Tilley

General Electric established its new sales and distribution department for major appliances and TV on January 1. The new department assumed the functions of the General Electric Appliance Co. and G-E Supply Co.'s appliance and television department. The latter department had been moved into the appliance and television receiver division last September.

G-E spokesmen said that the reorganized distribution arm is designed to speed communication between G-E and its retailers.

"Essentially, the sales and distribution department represents a change in reporting relationships for company-owned distribution," according to C. K. Rieger, vice president and general manager of the appliance and television receiver division.

Rieger explained that salesdistributing districts of the new department will have the same functions that GEA branches and GESCO districts now perform for TV and major appliances. Managers of these districts will be responsible in their areas for franchising retail outlets, market development, local advertising and sales promotion, financial services, field warehousing, and assurance of adequate product service. The division's 14 independent distributors continue to be responsible for these functions in the territories they serve.

Only Majors and TV. Rieger pointed out that his division is taking over from GESCO, itself a division of G-E, only the sale of major appliances and TV receivers. GESCO, still headquartered in Bridgeport, Conn., will continue to distribute the products of other G-E divisions.

P. A. Tilley is general manager of the new division. Tilley was president of GEA. GEA sales manager W. D. Dance is manager—eastern districts; GESCO's manager of appliance and television department R. C. Hawley is manager—western districts.

Tilley said that his department's sales-distributing districts are assuming responsibility for major appliances and TV distribution only in those parts of the country now served by GEA branches and GESCO appliance and TV districts.

G-E also announced that C. W. Theleen, manager of customer relations, will bring his organization, which includes utility, dealer, and press relations, sales programming, and exhibits and displays, into the new department. Theleen also will be responsible for division-wide activities of the home bureau and Consumers' Institute. Facilities of the enlarged customer relations section will be available to all independent distributors, as well as the sales-distributing districts.

Commercial service and warehousing also will come under the new sales and distribution department as will product service.

#### Zenith Plans Reorganization

Zenith Radio Corp. is planning a reorganization of its corporate structure. Contemplated is an increase in the number of authorized shares of stock and moving the corporation from Illinois to Delaware.

At a special meeting early this year, stockholders will be asked to approve a plan whereby they will receive two shares of stock of the new corporation for each share they hold in the old.

#### NEMA Offers \$3000 For Fan Displays

Either instore or window displays of electric fans can win awards totaling \$3000 this year, according to the electric fan section of the National Electrical Mfrs. Assn. The prizes, to be awarded in the section's 1958 electrical fan display contest, will be in U. S. savings bonds.

Other features of the earlyseason, NEMA-sponsored contest will be a new theme—"Summer's Coming—Buy Fans Now!" —and a lengthened contest period—April 15 to June 15.

Anyone who sells or displays electric fans can enter the contest by submitting a photograph of his fan display, which has been on view at least a week.

NEMA's electric fan section has prepared yellow and black dealer booklets, display pennants, and letterheads, as well as a complete dealer manual, and a counter- or mailing-piece.

In the 1958 contest, there will be a \$1000 grand prize and fourteen additional awards, seven to appliance and hardware retailers and seven to department stores and utilities. All photograph entries must be postmarked by June 30.

#### **Manufacturer Briefs**

• The Black & Decker Manufacturing Co. announces a new subsidiary company in New Zealand, Black & Decker (New

Zealand) Ltd., which will sell and service the electric tool company's products there.

- Montgomery Ward & Co. has signed a five-year contract with the Detroit Harvester Co. for production of a full line of power lawn mowers by the company's Moto-Mower subsidiary.
- An exclusive license to manufacture and sell Du Mont television receivers, high fidelity phonographs, and radios in Canada has been signed with Electrical Products Manufacturing Co., Ltd., of Mount Royal, Que.
- Hotpoint Co. announces that, in the past five years, more than 1000 new dealers have been franchised to carry the Hotpoint television line. This brings the total to more than 6500.
- Midwestern Instruments, Inc., Tulsa, Okla., has purchased the Data Storage Devices Co., Van Nuys, Calif. According to spokesmen, "The continued growth of the Magnecord division of Midwestern Instruments had created accelerated requirements for magnetic heads to the point where acquisition of the company appeared both necessary and desirable."
- Viclad Industries, Inc., has acquired the American Kitchens name and line of kitchen equipment from Avco Manufacturing Corp. The purchase price has not been revealed. Tracy, also a producer of kitchen cabinets and allied equipment, was purchased by Viclad earlier in 1957.
- Raytheon Mfg. Co. announces that it is discontinuing production of TV picture tubes to distributors for the replacement market at its Quincy, Mass., plant. Cathode ray tube production there will be concentrated on tubes for industrial and military use. Raytheon emphasized, however, that it will continue to supply replacement tubes.
- Amana Refrigeration, Inc., has licensed a large German industrial firm—Gesellschaft fur Linde's Eismachinen A. G.—for the manufacture of certain of its freezers, refrigerators, and air conditioners in Europe.

#### A Holiday Find



CINCINNATI treasure hunt yields a hoard of electrical appliances. The finder of Chest No. 2 in a Cincinnati Gas & Electric Co. holiday promotion was young Joseph Carota, who poses with his mother, Mrs. Fred Carota, and his "find." CG&E had Cincinnati in an uproar with its three-jackpot pre-Christmas "Holiday Hunt."



### WESTINGHOUSE

announces the

### MOBILAIRE®

CONDITIONER



### NEW 1 HP PORTABLE

#### GIVES BIG CAPACITY COOLING YET RUNS ON 71/2 AMPS. 115 VOLTS!

Now you can meet the growing demand for portables ... and *not* with a portable that only cools half-heart-edly! New Westinghouse Mobilaire is the first big capacity 1 HP portable.

The Mobilaire goes anywhere . . . cools any room it's carried to. Lightweight all-aluminum cabinet makes it so easy to handle your customers can take it home and

put it in the window themselves. No special wiring needed. It cools, dehumidifies, circulates, filters. Can even be used in damp basements as a separate dehumidifier! Quietest operation with two-speed fan. Adjustable directional grilles give wall-to-wall cooling. Built-in thermostat. It's sure to be 1958's hottest air conditioner. Contact your local Westinghouse Distributor for full details.



New Mobile-Cart (optional) rolls Mobilaire Conditioner from roomto-room for even easier portability.

YOU CAN BE SURE ... IF IT'S Westinghouse

THE SHAPE F TOMORROW



ONE FOR THE MONEY





Endless rubber belts glide heavy loads ever stairs without marring...end second story delivery problems. Curved cross members on frame fit rounded appliances.

YEATS "Everlast" COVERS & PADS

YEATS semi-fitted covers





You'll find a YEATS dolly more than

pays for itself! See your dealer or

write direct!



CATERPILLAR STEP GLIDE



appliance dolly

sales company MILWAUKEE 5, WISCONSIN

#### NEW: Bigger, Better

Chairman Skinner sees a successful National Electrical Week as reports pour in telling of national and local promotions on TV, radio, and in print

According to reports, the February 9 to 15 observance of National Electrical Week this year will considerably exceed the observance of a year ago. The national committee has received activity reports from well over 300 companies in the industry, as well as from local and regional NEW committees, describing plans for special educational and sales programs during the Week and for strong support of the observance in national, radio, television, and publication advertising.

Although the national advertising picture is still incomplete, NEW committee chairman Merrill E. Skinner reports that more than 50 major advertisers have assured the committee of their general plans to support the observance.

Included among the as yet incomplete reports are the follow-

Westinghouse Electric Corp. will devote all of its "Studio One" network television commercial time to NEW on Monday, February 10. It will also publish a "National Electrical Week Report" as a four-page gatefold advertisement in the February 10 issue of Time mag-

NEW will be the keynote of the nationwide "General Electric Theater" television program on February 9 and also will be given commercial time on the Arthur Godfrey network radio

program of February 10.

Allis-Chalmers, General Electric, Westinghouse, Hotpoint, Live Better Electrically, the Electric Companies Advertising Program, Reddy Kilowatt, Waring Products, Frigidaire, Whirlpool, and a number of other companies all have produced special NEW materials or mailings for wide distribution throughout the industry.

The Reynolds Metals Co. will devote its commercial time to the observance on the "Disneyland" TV program either February 5 or 12.

McGraw-Edison has scheduled full-page NEW ads in Time and U. S. News and World Report, and both the Live Better Electrically and Housepower programs include special NEW advertising.

Reports from the field indicate a wide variety of local NEW programs in the areas of electrical safety and adequate wiring, general community and plant-town public relations, and sales promotion.

An inter-industry Edison birthday luncheon will be held in the Astor ballroom in New York City on February 11.

A nationwide NEW program also is being sponsored throughout Canada by member associations of the Canadian Electrical Council. In addition to ten provincial NEW committees, more than 80 local committees have been formed.

#### COLOR TV

The network schedules of color television for the month of

February include the following programs: WEEKDAYS, 3-4 EST, NBC—NBC Matinee Theater. MONDAYS, 7:30-8 EST, NBC—The Price Is Right.

TUESDAYS, 8-9 EST, NBC—The Fisher-Gobel Show (except February 18); 9:30-10 EST, CBS—Red Skelton Show. WEDNESDAYS, 9-10 EST, NBC—Kraft Television Theatre

(except February 12).

THURSDAYS, 7:30-8 EST, NBC—Tic Tac Dough; 10-10:30
EST, NBC—The Lux Show.
SATURDAYS, 8-9 EST, NBC—The Perry Como Show; 10:30-

11 EST, NBC—Your Hit Parade.
SUNDAYS, 7-7:30 EST, NBC—My Friend Flicka (except February 9); 8-9 EST, NBC—The Steven Allen Show (except February 9); 9-10 EST, NBC—The Chevy Show (except February 2).

FEB. 1, 9-10 EST, NBC—Dean Martin Show.
FEB. 9, 6:30-8 EST, NBC—Hallmark Hall of Fame.
FEB. 12, 9-10 EST, NBC—Bell System Science Series.
FEB. 13, 8:30-9:30 EST, CBS—Shower of Stars.
FEB. 16, 2-4 EST, NBC—NBC Opera.
FEB. 25, 8-9 EST, CBS—High Adventure.



### GETS AWAY FROM YOU IN '58 WIT WALL-TO-WALL COOLING!

No matter what Tom, Dick or Harry is looking for in an air conditioner-Westinghouse has it-with the great selling feature of Wall-to-Wall Cooling to boot! New increased capacity and amazing new air control give cooling wall-to-wall without "hot spots." And there's a model for every taste. If Tom wants a unit with oscillating louvers . . . Westinghouse has it! If Dick wants one that he can move from roomto-room . . . Westinghouse has it!

PORTABLE MODEL.

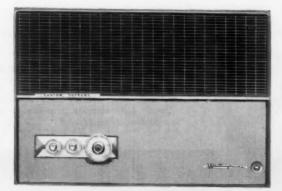
Westinghouse Mobilaire® Conditioner goes anywhere, cools any room. Lightweight all-aluminum construction. Runs on regular house current -7½ amps. 115 volts. Big 1 HP capacity. Dehumidifies, too. Mobile-cart(optional).



**POWER SWEEP** MODELS. Oscillating

louvers spread cool air evenly wall-to-wall 12 times every minute! Exclusive variable speed fan control. Models available that heat, too! 1 HP models for  $7\frac{1}{2}$  amp., 115 volt or 230 volt operation. Also 11/2 and 2 HP thin type models.





If Harry wants a powerful unit that runs on regular house current . . . Westinghouse has it!

You name it . . . Westinghouse has it! Fashion-thin models . . . models that heat as well as cool . . . budget-priced models . . . even 11/2 and 2 HP models for cooling extra-large areas. So get ready to sell every prospect in '58. End "walkaways" with new Westinghouse Air Conditioners.



**FASHION THIN** 

MODELS. 3/4 and 1 HP Westinghouse Streamliners for 7½ and 12 amps. 115 volt or 230 volt operation. Thinner, lower, smarter design. 7 comfort zones on single dial. Built-in thermostat. 4 no-draft adjustable grilles.



**BUDGET MODELS.** 

Westinghouse Super Models for those who want big capacity cooling at low cost. 1 HP "current saver" runs on 115 volts, 71/2 amps. Also high capacity 1 HP 12 amp. model. And 230 volt models in 1 HP, 1½ HP, 2 HP.

YOU CAN BE SURE ... IF IT'S Westinghouse Room Air Conditioner Department, Springfield, Mass.



### THE MOST AIR CONDITI

#### New Designs - Priced to Guarantee Leadership in Every Market!

No other line offers so many outstanding models and such a wide range of full-profit prices. No matter what your market demands, you have the answer in product and price!

#### THE Amana Gear Round

Your customers will marvel at the way it actually thinks for itself! Supplies either cold or hot air automatically to maintain the temperature previously selected. Revolutionary reverse cycle heat pump provides heat without costly-to-operate electric heating coils. Packed with the most exciting, sales-making features ever offered. Available in 1,  $1\frac{1}{2}$  and 2 h.p. models.

#### THE Amana Air Command

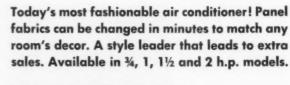
Completely automatic operation. Adjusts itself to maintain the temperature selected. 2-speed Fan provides high speed for maximum cooling and low speed for night cooling with whisper quiet operation. Air Deflector Grille rotates a full 360° to provide even flow of cool draft-free air in any direction. Available in  $\frac{34}{4}$ , 1, 1  $\frac{1}{2}$  and 2 h.p. models.

#### THE Amana Sim-LO



The most beautiful air conditioner you've ever seen! Just 15½ inches deep so there's no overhang inside or outside window...no interference with drapes or curtains. Another Amana quality product that adds an extra dimension to your sales. Available in ¾ and 1 h.p. models.

#### THE Amana DECORATOR



HARMONIZES WITH ANY ROOM. Blends with drapes, slip-covers or other furnishings.



Amana

Backed by a Century-Old Tradition of Fine Craftsmanship

### COMPLETE, MOST PROFITABLE ONING LINE FOR 1958!



### THE Amana Compact Never Before So Much Cooling Capacity In So Compact A Unit!

A great new Amana quality-built air conditioner comparable in size to the so called portables but with 2 to 3 times the cooling power. The Amana COMPACT gives "big unit" performance though its cabinet is just 13½ inches high, 25 inches wide, 16¾ inches deep. And this 1 h.p., 7.5 amp unit needs no special wiring\*—just plugs into any convenient outlet. You'll dominate the market pricewise against any competition and still get top mark-up with the Amana COMPACT!

\*Where local codes permit

### Amana OFFERS A COMPLETE MERCHANDISING PROGRAM TO BOOST YOUR SALES WITH THE 3 BIGGEST EXTRAS IN AIR CONDITIONING TODAY!

- Completely new installation system...the simplest known...takes half the normal time, cuts cost to a minimum. You can profit on every installation.
- 2 The Amana is the quietest of all air conditioners. Dramatic side-by-side tests with any other air conditioner will prove it to your customer. Yet Amana units actually move a much greater volume of air with their completely new type fan assembly.
- Although all Amana air conditioners are quality-built to outperform all others, they are most competitively priced. Yet you enjoy a full profit on every model. This year's Amana Air Conditioner line makes you the competition!

Want a fabulous free trip to gay Paree? Ask your Distributor for complete details.





Amana's NEW LOW COST CENTRAL AIR CONDITIONING

A tremendous profit opportunity for you! Ask your Distributor about Amana's complete merchandising approach for the big unit sales—big unit profits.

Note to: Oppliance Men

e had a problem. All we wanted to do was write an ad telling the fashion, fabric, appliance and soap people that we were running about 20 pages of editorial in our May on the definitive story of Wash and Wear. The problem was how to tell the story in one ad that would show the sales opportunity to these various interests. As those in the trade know, Good Housekeeping is the only medium equipped, through its Institute and testing facilities, to do the authoritative job of setting standards in this somewhat confused field. Last week we printed those standards, for all the world to see, in Women's Wear and Daily News Record. About sixty manufacturers or wrote us to cheer our stand. An impressive number plan to advertise in this May issue, and have sent us their various fibres, finishes, Afashions, notions and similar products for investigation. Appliance manufacturers are also in the parade. Thus encouraged, we have developed a special Wash and Wear Guaranty\* Tag to be attached to products that measure up. Retailers have jumped on the wagon, and we are providing them with a specially tailored promotion package. ...Well, that's the story. We have no idea whether this simple statement of the facts will satisfy all the Brass here (one just ran to catch his so that takes care of him, thank goodness). But

plane, so that takes care of him, thank goodness). But we all agree this is a great time and place to tell your story. If you want to sell to this pre-sold market of 11,250,000 readers we suggest you call Ray Petersen at Good Housekeeping, 57th Street & Eighth Avenue, Good Housekeeping Work 19—COlumbus 5-7300.

THE MAY ISSUE WILL TELL THE INSIDE STORY OF SPECIAL FINISHED COTTONS · MAN-MADE FIBRES · BLENDS · HAND WASH · MACHINE

FH · AUTOMATIC WASH AND WEAR · SHORT CYCLE · LONG CYCLE · COLD WATER · WARM WATER · HOT WATER · LOW SUDS · HIGH SUDS

FRACH · NO BLEACH · DRIP DRY · MACHINE DRY · DON'T IRON · DO IRON · WARM IRON · COOL IRON · COLORFAST · VAT DYED



LISTENING TO OTHERS after their own speeches are, left to right, Mary Huck of Frigidaire, who spoke on techniques in presentation of home service demonstrations; Jane Creel of Lever Brothers, who spoke on soaps and detergents; and Jane Grau of Duquesne Light, who presided over afternoon meeting, the subject of which was "Dramatize Your Presentation."



# "How Population Growth Will Jump Appliance Sales"

M ORE than 300 utility home service women had a glowing picture of the future painted for them at the second annual Live Better Electrically Women's Conference during the Chicago Markets. Keynote speaker Robert L. Coe, residential sales manager for Union Electric Co., St. Louis, Mo., predicted a rapid increase in the number of potential customers reaching the age of 18 beginning in the year 1960.

"By 1966," according to Coe, "there will be almost eight million more families than at present. Most of these families will be larger, three-, four-, and five children families; income will jump from 43.5 percent now earning \$5000 a year or more to 60 percent in 1960; before the end of the next decade there will be 30 million more people, ten million more new homes, six million more employed women, and \$107 billion more discretionary income. There will be keener competition, too, from competitive industries for Mr. and Mrs. Consumer's dollars."

Coe addressed the women, representing utilities from Canada to Honolulu, in the opening speech—"See the Whole Picture"—of the two-day session at Chicago's Edgewater Beach Hotel. The meeting was

sponsored by the Edison Electric Institute's home service committee. Theme of the meeting was "How to Tell the Story of Electrical Living."

In his speech, Coe defined a top-notch home service director as "one who knows and understands the plans, programs, and activities of the electrical industry, activities of other groups and sections of her company's residential sales team, programs and activities of appliance manufacturers and related organizations—in other words, she is fully informed on all specific industry-sponsored programs at all times."

#### **Program Covers Everything**

To help the home service director to be just that, the remainder of the meeting covered all phases of home service work. A panel on "How to Improve Communications" was moderated by Esther Foley of McFadden Publications; one on "How to Dramatize Demonstration Techniques" was led by Mary E. Huck, home service director for Frigidaire; another, "How to Appeal to Appliance Prospects," was moderated by Julia Kiene of Capper's (Continued on page 160)



EXCHANGING COMPLIMENTS are, left to right, Helen Kirtland of Live Better Electrically, Betty Parker of Edison Electric Institute and Georgia Power, and Glenna McGinnis, Woman's Day.



"APPEAL TO YOUR APPLIANCE PROSPECTS" panel includes, left to right, moderator Julia Kiene of Capper's Farmer; Marguerite Fenner of Pacific Gas & Electric; Maxine Livingstone of Parents Magazine, and Glenna McGinnis.

MCCALL'S AWARD WINNERS talk over their achievements. They are, left to right standing, Mrs. Maxine Gentis, Sacramento Municipal Utility District, and Marion E. Ryan of Detroit Edison. Seated are Mrs. Erma M. Boyen of Hawaiian Electric Co., Ltd.; Margaret Buchan of Indiana & Michigan Electric Co., and Evelyn Hansen of Utah Power & Light Co.





The Small Appliance Great For Fifty-Eight The product of tomorrow . . . HERE TODAY!

#### The NEW **PORTABLE** WARING DRINK

Waring's nifty new electric Party Portable is light in weight, light in price, beautifully styled for mass and class appeal. It's the high-powered, high-style fountain of refreshment that belongs at every party for every age group. We predict: The Waring Drink Mixer will become a part of American family life even as the toaster and coffee maker.

The new WARING DRINK MIXER will soon be advertised in full color in New Yorker, Holiday, Sports Illustrated. Also Esquire, Newsweek, National Geographic, Sunset.

The Waring Drink Mixer has its own self-contained electric mixing power . . . removable cord set . . . available in choice of 5 decorator colors: Flame Red, Deep Charcoal, Antique White, Skipper Blue and Curry Yellow . . .

To Retail At  $^{\$}24^{95}$ 





#### Now, in a class by itself Waring, a class name in small appliances



#### CLASS ADVERTISING

The most original appliance advertising in a decade. World famous photographers—dramatizing Waring products to the best markets in America's most influential magazines.

#### CLASS PACKAGING

So smart and distinctive it has year-round gift appeal. Wherever good taste is a consideration, this new Waring packaging directs attention to the wonderful product inside.









#### CLASS DISPLAYS

Beautifully styled to tell the Waring product story with impact and engineered for window or counter economy. There's always room for a product display of "the wonderful world of Waring"!



#### CLASS BEGINS AT HOME

Keep your store in the same wonderful atmosphere of casual living with the Warings you sell. Use this handsome Waring retail promotion book filled with newspaper mats and merchandising ideas to help you sell more specialty appliances—and, of course, more wonderful Waring products.



#### THE NEW WARING BLENDOR® COOK BOOK

Over 500 recipes, 128 pages a prize possession of every Blendor customer. It will be nationally advertised by Waring and sold in leading department and book stores for \$1.00.



#### ALWAYS IN THE NEWS!

This big Waring Blendor illustration appears in Esso's recent Look and Post advertisement. Time and time again Waring makes the news... is featured in the nation's food columns. Because, to America's editors, Waring products have the class to be newsworthy.



#### WARING is wearing a new look with a new sell . . . FOR YOU!

WARING PRODUCTS CORPORATION . 25 W. 43rd St., New York City 36 . Sub. of Dynamics Corp. of America



# 4 NEW Symphonic HI-FI LEADERS



HI-FI 4-SPEED AUTOMATIC PHONOGRAPH

8995 List

**MODEL 1267** 

This two speaker table model has been styled for instant eye-appeal . . . engineered for enthusiastic ear-approval and priced for immediate purse-acceptance.



MODEL 1268
4-SPEED AUTOMATIC HI-FI CONSOLE

Place this magnificently styled Symphonic Hi-Fi console on your sales floor. Teature its low price prominently . then be prepared for a buying rush that will swell sales and profits.

11995

4-SPEED AUTOMATIC HI-FI RADIO-PHONO

A natural step-up from the model 1268. Identical capinet styling . . but that is where the similarity ends. For only \$20.00 more the consumer buys a Hi-Fi radio-phono with additional outstanding features.

13995 List



HI-FI CONSOLE WITH AM-FM RADIO

A three speaker 4-speed automatic phonograph, precision engineered, highly sensitive AM-FM radio, decorator cabinet styling...all at a price that challenges competition.

SPEAKERS Be Sure to See Symphonic's Extra Profit Hi-Fi Speakers!
Write Dept. EM2 for Nearest Distributor!



Farmer. The latter covered all types of prospects—farm, metropolitan, suburban, small town.

Mrs. Kiene, who covered the farm prospects, said: "In 1957, 95.9 percent of all farms were electrified in the U. S. Electrical equipment in farm homes in the next ten years will amount to \$11 billion, according to U. S. Department of Agriculture estimates. By 1965, this same source estimates that \$1.114 million will be spent on lighting and wiring; \$449 million on freezers; \$323 million for ranges; \$523 million for refrigerators; \$111 million for water heaters for the home."

Mrs. Kiene also estimated that washing machine purchases would come to nearly one-half billion dollars and air conditioning another \$145 million.

Among the other speakers were: Edwin Vennard, vice president and managing director of EEI whose subject was "Selling Electrical Living"; E. J. Hurley, director of residential and rural sales for Detroit Edison, who presented EEI's coordi-

nated calendar of appliance promotion for the coming year and T. O. McQuiston, vice president of Metropolitan Edison Co., Reading, Pa. McQuiston pointed out in "Face Your Challenge" that the home service woman is the natural link between appliance research and development and the volume market.

Helen Kirtland of Live Better Electrically presented a new LBE promotion, "Kitchen Tours in Your Town," a plan for combining electric kitchen promotions and community benefits.

Preceding and tying-in with the LBE Home Service Conference, the Electrical Women's Round Table held their national annual meeting. A feature of this meeting was the presentation of the 1957 Laura McCall Award for home service achievements. Camille Davied, executive editor of McCall's magazine—sponsor of the award—presented a bronze plaque and \$200 to five winners during the national EWRT dinner.

#### Buying Habits Study

Results of *Life* magazine's study of consumer spending are outlined to NRDGA; *Life* general manager sees 2 percent rise in consumer expenditures

The 47th annual convention of the National Retail Dry Goods Assn. last month heard a prediction of a 2 percent increase in consumer expenditures in 1958 by Robert T. Elson, general manager of *Life* magazine. Speaking at the meeting at New York City's Hotel Statler, Elson based his forecast on a recent *Life* study of consumer expenditures, which was also outlined at the convention.

Elson contended that what consumers decide to spend in 1958 is by far the most important factor in determining whether this will be a good or less than good economic year. Elson termed the consumer's attitude toward spending as "more important than whether or not U. S. Steel or General Motors or the Aluminum Co. of America decides to build a new plantand even more important, economically, than whether the President of the United States decides to spend \$41 or \$45 billion on national defense."

Elson said that the reason lies in the figure of \$280 billions

which U. S. consumers spent last year for goods and services. A rise of 10 percent in the defense budget would "pump roughly four billion dollars into the economic system." But, he pointed out, a mere 2 percent increase in consumer spending would increase the gross national product by more than 5.5 billion dollars. He believed that this is feasible.

Members of the Association also heard the results of the Life study. They heard, for instance, that the average household spent a total of \$4,110 in 1956-9 percent, or \$346, of this on home furnishings, equipment, and appliances. The study revealed that major appliance purchases are closely related to the education level of the household head. While only 13 percent of these purchases are made by households where the head has not finished grade school, 28 percent are made by those headed by someone who has gone beyond high school.

Educational Factor. It shows that newer appliances appeal

#### Trade-In! Trade-Up!

Symphonic Has The Key that Opens the Door to a Big Profitable Consumer Market!

### Symphonic \$40. HI-FI

**Trade-In Promotion** 



HI-FI 4-SPEED AUTOMATIC PHONOGRAPH WITH AM-FM RADIO

Regular List Price 299.95

259 95 with trade-in

Quality features that sell! Four high fidelity speakers, electronic crossover network, 18 watt power output, 40 to 16,000 cps frequency response, highly sensitive AM-FM radio with easy tune slide-rule dial, loudness, bass and treble controls, extra bass and treble controls with equalizer switch, jamproof, intermix, 4 speed automatic changer, automatic shut-off, dual Sapphire needles, speaker selector switch, input jack. In Mahogany, Blonde or Walnut.



FREE!

\$40.00 Trade-In Certificates for Store or Mail Distribution

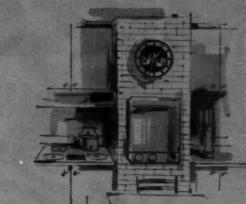
Write Dept. EM2 for Nearest Distributor!



about time!



ADDS DEEP-CARVED ELEGANCE TO ELECTRIC WALL CLOCKS



KITCHENS **FAMILY ROOMS** 

**PLAYROOMS** 

DINETTES BATHROOMS

BEDROGMS FOYERS

14.95 sug. retail.

Modern Summerst, 12" diam. Gold with Black dial, Copper with White dial. Black with Gold dial.

DESIGNS BY HARRY LAYLON



19.95 sug. retail Traditional Sunburst, 16" diam. Metalgold finish.



19.95 sug. retail.
Zediac, 16" diam. Metalgold,
Bläck-decorated Gold finishes.



14.95 sug. retail.

Previncial, 12" diam.

White-decorated Gold,

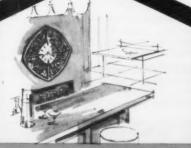
mitwood-decorated Gold,



10.95 sug. retail.
Daisy, 11½" diam.
Black or Copper finishes.

A new concept in electric wall clocks: elegance at a price! What used to be just a device for telling time is now an object of art, the kind of sell-on-sight wall accessory that appeals to every budget-bound homemaker every budget-bound homemaker bent on glamourizing her home. Now even her kitchen, bathroom, play-room and hallway can boast a living room flair. Now the excitement of decorator design and colors can be hers at pots-and-pans prices. Our famous hand-carvers have been renowned for their exquisite SyrocoWood creations for over 60 years, and they've lavished that ame sculptor's talent on these striking plug-in timepieces. Your store can be the first to offer them to fashion-hungry customers in your neighborhood. CONTACT YOUR LOCAL DISTRIBUTOR OR WRITE FOR COMPLETE DETAILS NOW!

PERMANENT | Chicago, 1526 Merchandise Mart SHOWROOMS | New York, 225 Fifth Avenue



HOUSEWARES SHOW CHICAGO? VISIT OUR PERMANENT

SHOWROOM - 1526 MERCHANDISE MART

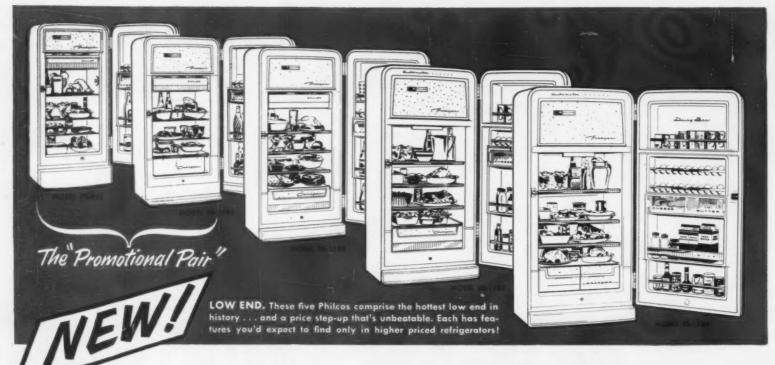
19.95 sug. retail.
Four Seasons, 17" square
Metalgold, Blackdecorated Gold finishes.



SYROCO, INC. Dept. E28 SYRACUSE 2, NEW YORK

I am interested in your decorator-styled Electric Wall Clocks. Please send fully illustrated folder and other pertinent information.

DEPT. STORE NAME. ADDRESS.



### PHILCO. FLEXIBLE

#### will cover your entire with as few as five

Whether your sales are in high, middle or low end...whether you buy by the carload, truckload or few at a time...whether you sell in the city, suburbs or country...PHILCO'S FLEXIBLE FRANCHISE PLAN offers just the right "mix" for you!

**PLAN COVERS FREEZERS, TOO!** The Flexible Franchise Plan also applies to Philco's full line of top-quality—but low-priced—freezers. In the compact 6-model line (3 uprights, 3 chests), there's a freezer to fit every family's need... and budget.

#### PHILCO HELPS YOU CONCENTRATE ON THE SPECIFIC PRICE

Are most of your sales between-

\$175-\$280?

Suggested BASIC models: Use Philco's "Promotional Pair" (RS-882, RS-1082) to build traffic. Then trade up to the larger RS-1182. These three models give customers more value than any other "low enders" in the trade.

Suggested SUPPLEMENTAL models: To satisfy demand for a larger, more deluxe box, stock the automatic RS-1284. Or choose between RD-1485 (2-door) or RF-1288. lowest priced Super Marketer.

Are most of your sales between-

**\*225 – \*340?** 

Suggested BASIC models: Push the big, bargainpriced RS-1082 as your price leader. Trade up to your major price category with the larger RS-1182, then to the more deluxe RS-1183, with automatic defrosting.

Suggested SUPPLEMENTAL models: For your plus \$340 market, stock RS-1284 or RD-1485. From here, you can easily trade up to RF-1288 Super Marketer. (The "Promotional Pair" will round out your line.)



### FRANCHISE PLAN

### 1958 refrigerator sales fabulous PHILCO models!

For the complete story on how this profit-building plan can save you time, trouble and money in ordering, shipping, stocking, promoting, and selling—CONTACT YOUR PHILCO DISTRIBUTOR TODAY!

LOOK AHEAD ... and you'll choose PHILCO

#### CATEGORY WHERE MOST OF YOUR SALES ARE MADE!

Are most of your sales between-

\$275 - \$400?

Suggested BASIC models: Promote hard with RS-1182, jump to the more deluxe RS-1183, and then on to the big, beautiful RS-1284. And you'll want the "Promotional Pair" to stir up plenty of price excitement!

Suggested SUPPLEMENTAL models: Here's where you really start selling Super Marketers. Once customers see RF-1288 or RF-1488, many will buy. Also display the fast-moving, profit-packed RD-1485!

Are most of your sales between-

**\*325 - \*500?** 

Suggested BASIC models: Here's where Super Marketers can account for a high percentage of your sales. Display RF-1288 and RF-1488 at all times. Balance your line with semi-deluxe RS-1183, or roomy RS-1284.

Suggested SUPPLEMENTAL models: For your lower-income customers, display the "Promotional Pair." Round out your line with the RD-1485, or the grandest Super Marketer of them all—the RF-1688!

#### TOY MANUFACTURERS

of U. S. A. Inc. 200 FIFTH AVENUE, N. Y. 10, N. Y. Invites you to attend the

1958 American Joy Fair

MONDAY, MARCH 10<sup>TH</sup> thru WEDNESDAY, MARCH 19TH

#### Exhibits at

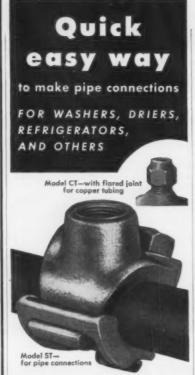
- HOTEL NEW YORKER
- HOTEL SHERATON-MCALPIN
- 200 FIFTH AVENUE
- 1107 BROADWAY

. . . and other permanent showrooms

STARTING, once again, ON A MONDAY **EXHIBITS OPEN DAILY, Except Sunday** 



THE TOY INDUSTRY PROUDLY PRESENTS THE BEST IN INVENTIVE, CREATIVE, and ARTISTIC DEVELOPMENTS in AMERICAN MADE TOYS



SKINNER-SEAL SADDLE TEE - for making pipe connections. No pipe cutting or threading. Only one bolt to tighten. Quick, easy. Cuts cost. For installing washers, driers, gas refrigerators, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO. SOUTH BEND 21, INDIANA



#### **Good service makes good customers**

Webb Manufacturing Co. 29188 N. 4th St., Phila. 33, Pa. Please send me prices on Wrapabouts and Slingabouts for ranges radios air conditioners O TV washers refrigerators FIRM NAME\_ STREET\_

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly-and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything-the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of waterrepellent canvas, thickly padded, and flannel lined—and they last for years.



#### WRAPABOUTS For Radio, HiFl, TV and Air Conditioners

For major appliances use Slingabouts

strongly to higher educated households. The one-fifth of U. S. households headed by someone who went to college or bevond account for two-fifths of the automatic clothes dryer market, two-fifths of the air conditioner market, and three-fifths of the dishwasher market.

By 1965, according to the study, we may expect 7.5 million more households headed by a high school graduate. This would indicate an expanding market for appliances in the

The study also shows that major appliances are purchased largely by young marrieds. Households with children under 10 account for 51 percent of the market, while households with children 10 to 19 only, account for a mere 17 percent. However, it is pointed out that 1965 projections indicate that households with small children will decline 8 percent. Thus there is a problem of shrinkage in the prospective market that must be made up by low-saturation appliances and replacements.

Among the other presentations at the NRDGA meeting was one on wash-and-wear by DuPont, showing the evolution of these fibers and the speed with which they can be cleaned in automatic laundry equipment.

At the convention, the Association changed its name to the National Retail Merchants Assn.

#### Werth Steps Up



ROLAND WERTH has been promoted to the position of associate district manager of advertising sales for McGraw-Hill Co.'s midwestern district. He was formerly western manager of advertising sales for Electrical Merchandising. Werth had been with EM since 1943. Continuing on EM's Chicago advertising staff are district managers Dale Bauer and Edward Brennan and assistant district manager Robert Scannell.

#### MERCHANDISING

Supplement Products Services For More Sales - More Profits

#### HAND TRUCKS

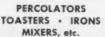
For safe and easy handling of Ranges, Refrig-erators, Freezers, Washers, Air Conditioners, Pianos, Television sets, Venders, etc. Experience in manufacturing equipent for heavy case oving since 1901.

#### SELF-LIFTING PIANO TRUCK CO. 425 N. Main 31



#### NATION-WIDE PARTS-SERVICE

Complete stock of genuine parts for repair of all General Mills appliances.





Regular discounts. Write for name of Authorized Service Station near you.



APPLIANCE SERVICE CO.

#### SEARCHLIGHT SECTION

#### MANUFACTURER'S REPRESENTATIVE KITCHEN VENTILATING FANS AND RANGE HOODS

An old, established manufacturer of kitchen ventilating fans and range hoods seeks competent representation in selected areas. If you are an experienced, established agent who contacts Electrical Distributors and/or Building Supply Wholesalers and are acquainted with Builders, Electrical Contractors and Architects, we are interested in having you represent this competitively priced line which is recognized as the most beautiful line of Ventilators and Range Hoods on the market.

All replies strictly confidential.

RW-6887
Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

#### SIDELINE SALESMEN WANTED

Established firm seeks sales representative new calling on the following: Furniture manufacturers, retail appliance, furniture and department stores—to sell a quality line of furniture pads and padded furniture and appliance covers. All territories open. Attractive commission.

CANVAS SPECIALTY COMPANY

REPLIES (Box No.): Address to office nearest you c/o This publication Classified Adv. Div. NEW YORK: P. O. Box II (36) CHICAGO: 520 N. Michigan Ave. (11) SAN FRANCISCO: 68 Post St. (4)

#### POSITION WANTED

Salesman Electric Wire & Cable or Electric Supplies. Age 34. Good following northeast Ohio. 10 yrs sales experience. PW-6982, Electrical Merchandising.

#### SELLING OPPORTUNITY WANTED

One of the Southwest's most successful Agencies is seeking additional lines for representation in the furniture, hardware, houseware, music and electronic fields. Our customers include department, furniture and chain stores, also manufacturing industries distribution and supply houses throughout the Southwest. Our sales organization, showrooms and internal staff are ready to make 1958 a banner year for you. All replies confidential. Write to P.O. Box 10562, Dallas, Texas.

#### FOR SALE

Sale & Windew Banners—A sign for every purpose, in brilliant fluorescent colors, that will sell your products on sight! Write to-day for complete information To: K-C Dis-plays, Dept. 4B, .1170 Vista Ave., Salem, Oregon.

HAROLD F. HILDRETH

O. A. Sutton—Harold F. (Duke) Hildreth has been named president and general manager.



MARK W. CRESAP, JR.

Westinghouse Electric Corp.— Mark W. Cresap, Jr., formerly executive vice president, has been named president.



LEE MOS



ROBERT E. MORRILL

Landers, Frary & Clark—Lee Moss has been named director of marketing. Moss was formerly vice president and sales manager of the vacuum cleaner division. Robert E. Morrill has been appointed sales manager of the home cleaning equipment division.



N. H. SCHLEGEL

Cory Corp.—N. H. Schlegel has been appointed to the newly created post of vice president in charge of marketing. Schlegel was formerly vice president in charge of sales and advertising.

Motorola Inc.—Edward G. Reitz has been appointed manager of advertising administration. Reitz succeeds Hugh H. Engleman who has been named television advertising and sales promotion manager.

Gibson Refrigerator Co., Div., Hupp Corp.—C. R. "Bud" Simons has been named manager of food freezer sales. Milo Chavez was formerly a sales executive with Fedder-Quigan Corporation.

Hotpoint Co.—John S. Hicok has been appointed eastern regional manager. D. H. Grigsby has been named manager, sales planning and J. F. Carroll, manager, refrigerator and freezer product planning. L. A. Wood assumes a like title for air conditioner product planning.

Coleman Co., Inc.—James E. Miller has been named assistant advertising manager.



A. J. DE FINO

Hupp Corp.—Anthony J. De Fino has been named vice president.

Pilot Radio Corp.—Allan C. Davey has been appointed district sales representative for the states of Illinois and eastern Wisconsin.



RICHARD C. CONNELL

Philco Corp.—Willard J. Russell has been appointed advertising and promotion manager of the accessory division. Richard C. (Red) Connell has been named general manager of the home laundry department. Connell succeeds William L. Schubert who has been transferred to the management staff of the appliance division.

Lonergan Coolerator Div., McGraw-Edison Co.—Joseph W. Patzsch has been appointed southeastern regional manager.

Youngstown Kitchen Div., American-Standard—Robert J. Fennell and Medard F. Wicklas have been named regional sales managers. Fennell will cover Toledo, Grand Rapids and Lansing territories, while Wicklas will cover Kansas City, Oklahoma City and Springfield. Richard J. Welsh has been appointed regional manager of the Providence and Hartford districts. James B. Wylie assumes a like title for Winston-Salem.

Thor Power Tool Co.—Walter B. Smith has been named district sales manager of the Milwaukee branch. Harry L. Groves, Martin A. Bertram, Samuel P. Gartland, Thomas J. Murphy and James Q. Golden assume like titles for the Houston, Cincinnati, Boston, Buffalo and Atlanta branches, respectively.

Olympic Radio & TV—Dan R. McKennon has been named regional manager for the company in the north central states.

Lonergan-Coolerator Div., Mc-Graw-Edison Co.—Joe L. Savage has been named southwest regional manager.

Correction: Hotpoint Co.—Lee J. DiAngelo named as manager of advertising in E. M., (Jan-1958) carries the additional title of merchandising manager.

(ADVERTISEMENT)

#### 'IRISH' RECORDING TAPE BOOSTS TAPE SALES OF PHILADELPHIA RECORD STORE



"Since adding the IRISH recording tape line, we have witnessed an ever-increasing tape volume," says Leo I. Gettlin of Gettlin's Record Shop in Philadelphia. Gettlin's carries the

largest stock of phonograph records in North Philadelphia, in addition to hi-fi equipment, radio and TV sets, and home appliances.

"IRISH meets all the qualifications necessary to make us eager to promote the line," adds Mr. Gettlin. "The profit structure, advertising, promotion and quality offered by IRISH make the tape easy to sell. Above all, consumer acceptance is tops. Gettlin's is proud to handle IRISH tape."

IRISH brand recording tape is manufactured by ORRadio Industries, Inc., Opelika, Alabama, world's largest exclusive magnetic tape manufacturer.

#### IF..

#### YOU CHANGE YOUR ADDRESS

Be sure to notify us at once, so future copies of ELECTRICAL MERCHANDISING will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thought-fulness. Mail the information below to: Subscription Dept., ELECTRICAL MERCHANDISING, 330 W. 42nd St., New York 36, N. Y.

	NEW	
Name	****************	****
Address		
City	Zone	State
Company	Т	itle
	OLD	
Name		
Address	*****************	
	Zone	

ELECTRICAL MERCHANDISING
330 W. 42nd St. N. Y. 36, N. Y.

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#### Ring up volume fan sales for '58



### NEW LOW PRICES! SAME HIGH QUALITY!



#### **NEW!** Promotionally Priced

20" FAN-MOBILE any \$4995

Now every one of your customers can afford wonderful Fan-Mobile cooling convenience at this new low cost. Full 180° tilt adjustment . . . easy height adjustment. 3 speed control, non-marking rubber wheels, safety snap-out grills, handsome beigetone finish.

Model EM20.



#### 20" Electrically Reversible Window Fan with Automatic

Thermostat Control only \$4995

An exceptional fan value-with every feature your customers want. Thermostat turns fan on and off automatically to maintain temperature selected. Has 3 speed push button controls, safety grill. Wafer-thin styling mounts practically flush with window. Model SQ20PB.

20" 2 Speed Rotary Switch Model—Same as the above model without thermostat or push buttons. One simple control gives choice of speeds and easy reversing. Model SQ20E..... List price \$39.95



#### **NEW!** Promotionally Priced Electric DEHUMIDIFIER with 1/5 H.P. Compressor

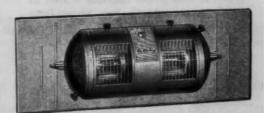
List, only \$9995

Even the budget minded can afford complete moisture protection with this new Economy Dehumidifier. Dehumidifies an average enclosed area up to 12,000 cubic feet. Permanently oiled, hermetically sealed. Removable water container, all steel cabinet and grill, swivel type casters for easy portability. Model DH20.

#### **Deluxe Dehumidifier with Automatic Humidistat**

Humidistat turns unit on automatically if humidity rises above danger level . . . turns unit off when humidity drops. Beautifully styled and finished. Model DH10N....List price \$139.95

#### A COMPLETELY NEW CONCEPT IN WINDOW FANS



#### PURE AIR SELECTOR

- . Brings in Fresh Air
- . Draws Out Stale Air
- . Does Both at The Same Time
- Re-Circulates Room Air

PLUS Filters the Air Clean of Dirt—Dust—Lint and Pollen During All 4 Operations 1

There's never been anything like it—at any price! Has powerful twin blower wheels, 3 speeds, controlled direction of air flow, removable allmetal filters. Takes about half the space of an ordinary window fan. Can be used both summer and winter because there's no back draft. Complete with adjustable side panels.

Model 2838......List price \$49.95



#### 20" Reversible 3 Speed All-Purpose Fan

List, only \$3995

The ultimate in popularity in a househe ditimate in popularity in a house-hold fan! Use as a window fan—table fan—floor fan—in any room. Stands on own rubber feet. Can be used for intake and exhaust. Safety snap-out grills, convenient carrying handle, attractive beigetone finish.

Adjustable side panels and swivel stand optional. Model RA20.

14" Model same as above. Comes complete with mounting bar for use with casement windows, if desired.

Model RA14..... List price \$29.95

#### 20" Electrically Reversible With **Automatic Thermostat Control**

Has all the above features plus automatic thermostat. Reverses at the turn of a switch.

Model 20R . . . . . List price \$49.95













#### AIR KING CORPORATION 3050 North Rockwell Street, Chicago 18, Illinois

### editorial

LAURENCE WRAY Editor



#### **Challenge to Utilities-2**

COUPLE of months ago we had a piece in this space called "Challenge to Utilities." It was a plea for the electric utility industry to take more vigorous action to promote their residential load by working with and supporting their local distributors and dealers. It pointed out that the distributing trades of the appliance-radio-television industries are, in effect, the unpaid sales force of the utilities; that every time they sell an appliance, they are making a contribution to utility revenue; that utilities once played a far more active part in the market-building process. They took the lead in pioneering, promoting and selling load-building devices. And that today, with the notable exception of a number of aggressive companies, many of them are making little or no contribution towards building future loads in the residential field-a field where the greatest growth potential lies.

That editorial brought a surprising amount of comment from utility sales executives all over the country, a sampling of which will be found on page 37 of this issue. Most of the respondents agreed with our conclusions, but a minority took sharp issue with us. They pointed out that it was unfair to measure the utilities' effort solely on the basis of their contribution to promotion at the national level-especially when compared with the high-powered national program of the gas companies. Many utilities, they said, spend considerable sums on advertising, merchandising and other marketbuilding efforts at the local level. Some cited the "Live Better-Electrically" and the "Housepower" campaigns as instances and others took us to task by pointing to the job they were doing in dealer cooperative ventures. We agree. Our first message was not intended for those companies already doing a good job, but for those who have given little thought to such programs. One or two respondents complained that we indicted utilities for lack of leadership, but failed to spell out specific methods or programs they might adopt to achieve such a goal.

FAIR enough. We will try to outline here some concrete suggestions utilities

might employ to help dealers sell more goods and build more load. Dealers today need help. Their margins have shrunk sharply, competition based on cut price has multiplied and they are finding it increasingly difficult to make ends meet. The same goes for many independent distributors. Here are some things utilities can do:

The utilities might study the whole dealer structure in their respective communities-type, size, annual volume, sales and service policies, manpower and financing problems. Every company should know the calibre of its sales force, and dealers, in a very real sense, are utility sales personnel though they draw no salary or commission for the services they perform. You might consider a staff of 'dealer coordinators"-men whose function is to practically live with the dealer -on utility payrolls. They would help him with his displays, sales training, advertising and selling problems. They would build load. They could enlist dealers' enthusiastic support for utility sales campaigns. Once this close working contact with the dealer was established, there are scores of specific ways to help build his business-ways he may not be able to afford on his own. Here are some of them:

Provide sales training courses for dealer salesmen; provide sales financing for dealers: make home economists available to dealers for store demonstrations and home calls; provide rent-free display space in utility offices; help organize and support a local dealers' association or electrical league; set up a cooperative advertising program with both dealers and distributors; send regular bulletins to distributors and dealers outlining promotional and advertising plans, sales campaigns, etc., to spur them on to greater selling activity; consider complete or partial wiring subsidies on ranges, water heaters and dryers so dealers can quote "installed prices;" conduct cooking schools, county and state fair demonstrations and displays, TV programs and school installations of electrical equipment.

The foregoing are some broad steps

utilities might take in enlisting dealer support. But such plans should be supplemented by direct dealer and dealer salesmen cash incentives. Such incentives will do more to stimulate dealer interest, because they are looked upon as a contribution to selling cost and profit margin. Such incentives can take many forms: (1) Cash bonus to dealer salesmen on each sale of a range, water heater or dryer, or particular load-building device the utility wants to promote; (2) Cash prizes to dealers, or their salesmen, for best performance to quota in a sales campaign: (3) Bonus payments to dealers for live floor demonstrations, home demonstrations, free trial installations, window or floor displays: (4) Dealer awards for the outstanding promotion of the year, or the best record against a predetermined sales campaign quota-either in trophy, trip or merchandise.

These are but a few of the many direct incentives dealers would welcome. There are many more, and with infinite variations. Utilities interested in their future residential load growth might be well-advised to acquire a copy of a G-E brochure, issued in 1954, called "Watts Next?", which spells out in detail tested utility load-building campaigns, plus a lot of suggestions for working cooperatively with dealers.

THERE is no suggestion here that the utilities should in any way "subsidize" the dealer. He is an independent, resourceful and tenacious businessman. But he is caught in a cost-price squeeze today and is facing formidable competition from national chains, discount houses and "mass" retailers. He would welcome your help, because he would feel that he had a powerful partner in this business. The addition of a percentage point or two of your annual residential revenue for new business promotion, through incentive point-of-sale promotion through dealers, would pay handsome dividends in future residential load growth.

It's time for some CASH investment—in your dealer sales force . . .



Helen points with pride. Her warm feeling for that smart new Hamilton '400' dryer in her Home Service Laboratory is natural enough, for she helped design it. *The woman's touch* is wonderfully evident in the line-up of new features—in things like the special cycle provided for wash-and-wear drying, and the new automatic signal lights which insure safe, economical operation. It's a machine with remarkable sales pedigree, too, for Hamilton is the dryer which has successfully reversed an industry-wide sales down-trend. Be sure to see the new Hamilton washers and dryers at your Hamilton Distributors. Remember, someone is getting the Hamilton business in your area—why not you?

### Hamilton

laundry equipment with the woman's touch!

AUTOMATIC WASHERS . AUTOMATIC CLOTHES DRYERS . HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN





MR. EUGENE G. ALHART, Alhart's, Rochester, N. Y.

"SALES-MAKER NUMBER ONE on my list of Kelvinator features is the *Magic Minute*," Mr. Alhart states. Above, he uses Kelvinator's highly successful "Caresse" rug demonstration to

show a customer the advantages of this exclusive new Kelvinator automatic pre-scrubbing feature. "Any salesman who fails to demonstrate the new Kelvinator washers misses his best bet."

#### Ask Gene Alhart, he'll tell you:

### "THE NEW '58 KELVINATORS GIVE YOU THE KIND OF AMMUNITION A GOOD SALESMAN LOVES!"

"With Kelvinator, we can offer all the washer features women look for . . . plus the exclusive Magic Minute."

"SALES-MAKER NUMBER TWO in my book," Mr. Alhart calls Kelvinator's new "Filter Fountain" lint filter. "Then, when you add two separate washing cycles, two wash and rinse speeds, choice of wash and rinse temperatures, and Kelvinator's exclusive 3-way agitation, you build a feature story that can't be matched. It's easy for a woman to see that Kelvinator gives her all she wants in a washer."





WALL CHART clearly illustrates just how the Kelvinator washer operates and graphically points up all the deluxe features Kelvinator offers . . . helps remind Alhart salesmen about every important point they should cover with prospects. "It's a big aid in moving up low-end shoppers to the top-of-the-line models," Mr. Alhart assures us.



"IT'S A TERRIFIC SPRING PROMOTIONAL MODEL," Mr. Alhart exclaims as Kelvinator District Manager, Ed McCormick points out that this new model features "Magic Minute," automatic lint filter, 2 washing cycles and other strong selling features normally found only in top-of-the-line models. "It's priced right, too," says Mr. Alhart. "It's got everything!"

ONLY WHAT'S BEST
FOR OUR DEALERS IS GOOD FOR

Kelvinator

Division of American Motors Corporation, Detroit 32, Michigan



American Motors Means More for Americans

